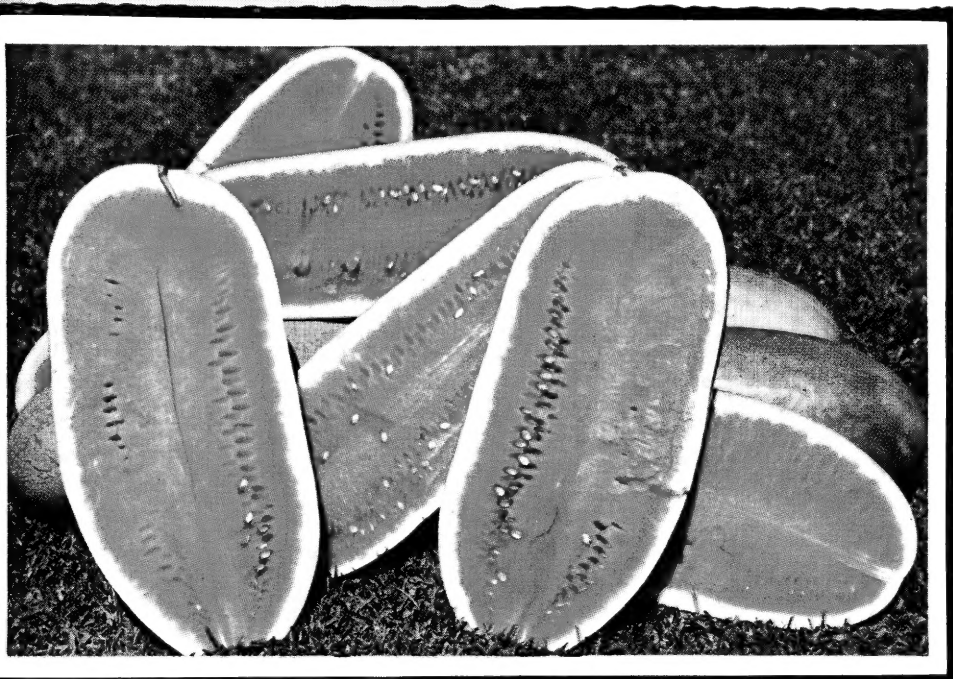
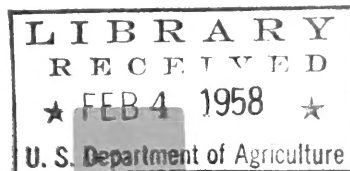


# Willhite



**THE SUGAR LOAF—ORDER No. 9**  
(See page 9 for description and prices)

## MELON SEEDS



**"GOOD PURE SEED  
FROM GROWER  
TO GROWER"**

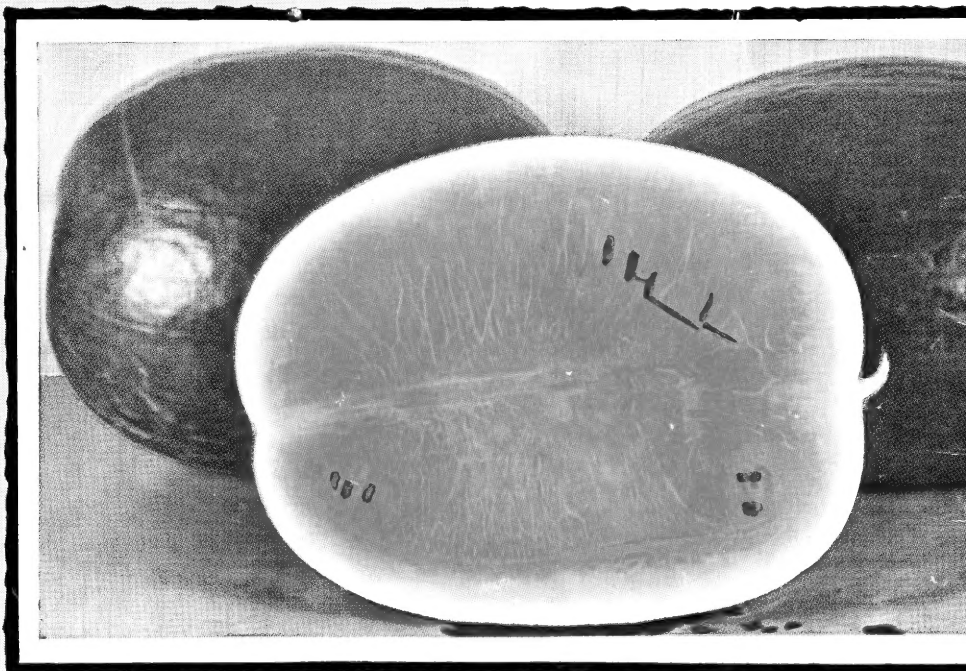
Trade Mark Registered

**35th**  
**ANNUAL CATALOG**

1958

*Wholesale  
and  
Retail*

ACTIVE MEMBER OF  
AMERICAN SEED TRADE ASSOCIATION  
SOUTHERN SEEDSMEN'S ASSOCIATION  
TEXAS SEEDSMEN'S ASSOCIATION



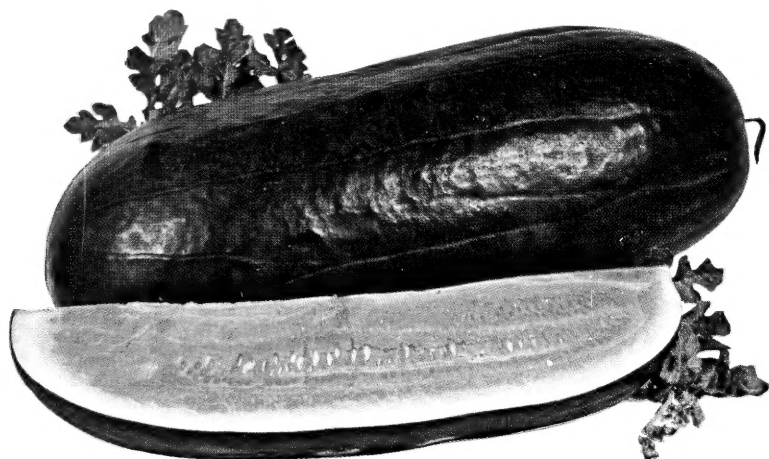
**TEXAS GIANT—ORDER NO. 10**  
(See page 16 for other picture, description and prices)

**WILLHITE MELON SEED FARM**  
TEXAS' LARGEST SEED GROWER

POOLVILLE, TEXAS

WEATHERFORD, TEXAS

The sweetness of low price never equals the bitterness of low quality.  
to Willhite's for perfection.



In Presenting Our 35th Annual Catalogue  
We Are Pleased to Furnish the Following References:

Dun & Bradstreet

Citizens National Bank — First National Bank

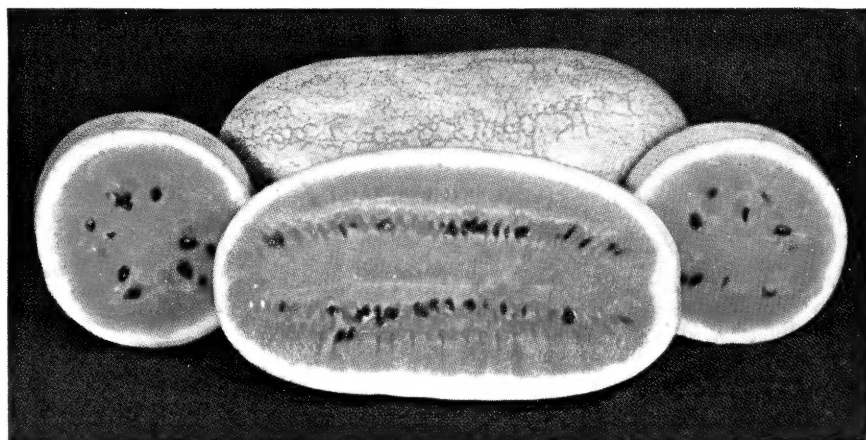
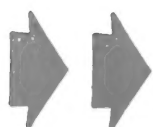
Merchants and Farmers Bank

Weatherford, Texas



## CHARLESTON GRAY ORDER No. 71

(See page 23 for other picture,  
description and prices)



## WHITE SEEDED WATSON ORDER No. 44

(See description and prices page 6)

← If you are interested in growing "huge" melons, this is the one for you. They are truly a good show melon and run very uniform in shape for large melons. You will find lots of good eating in one of these melons!

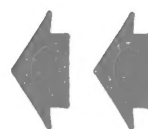
## FOR RUSH ORDERS TELEPHONE:

Day phone—8 to 5:  
Weatherford, Texas  
(Poolville office)  
LYric 4-7519

Night phone—6 p.m. to  
7 a.m.: Weatherford,  
Texas  
LYric 4-6465

## CONGO—ORDER No. 55

(See page 22 for other picture,  
description and prices)



**Day Phone: LYric 4-7519**  
**Night Phone: LYric 4-6465**

# WILLHITE MELON SEED FARMS

**POOLVILLE, TEXAS**

**IMPORTANT:** To assist you as well as us, please place all orders from each family under one name.

Name \_\_\_\_\_

Street \_\_\_\_\_ R. F. D. \_\_\_\_\_ Box \_\_\_\_\_

Post Office \_\_\_\_\_

State \_\_\_\_\_ P. O. Box \_\_\_\_\_

Express or Freight \_\_\_\_\_ Station \_\_\_\_\_

Railroad \_\_\_\_\_

**IF YOU HAVE MOVED** since last order, please give your old address here

Rural \_\_\_\_\_ Box \_\_\_\_\_ Street \_\_\_\_\_

Route \_\_\_\_\_ No. \_\_\_\_\_ Address \_\_\_\_\_

Post Office \_\_\_\_\_ State \_\_\_\_\_

Date \_\_\_\_\_

Am't. Enc. \_\_\_\_\_

Please Do Not Write In  
This Space

IF YOU HAVE MOVED since last order, please give your old address here

Rural Box Street  
Route No. Address  
Post Office State

The Willhite Melon Seed Farms warrants to the extent of the purchase price, that seeds sold are as described on the container, within recognized tolerances. Seller gives no other further warranty, express or implied.

[illegible]

**DID YOU ENCLOSE POSTAGE?**  
**IF YOU ARE LATE WITH YOUR ORDER, PLEASE STATE SECOND CHOICE.**



### READ CAREFULLY BEFORE PLACING YOUR ORDER

There will be no refund on seed that has been out of our office more than thirty days from shipping date. We have in a few instances had customers ask to return seed when they had ordered too heavily, anticipating a freeze and in practically every case it has been too late for us to re-sell the seed that season. For this reason we will not accept seed returned for refund that has been out of our office more than 30 (thirty) days from our shipping date; positively no refund at any time after the seal has been broken on the bag.

### SPECIAL NOTICE

Our 25c packages contain  $\frac{1}{4}$  ounce of seed and when your order calls only for that size packages we pay the postage on them; however should your order include even as much as  $\frac{1}{4}$  lb. of any variety of seed besides the 25c packages you pay postage on the full amount. If your order contains Hotkaps, Spergon, or Black Leaf 40 you also pay postage on the entire order. PLEASE be sure to send enough money to cover the postage so that we will not have to write you regarding this or deduct from your seed. If too much is sent, same will be refunded in postage stamps wrapped in waxed paper inside your package. Please notice postage rates on page 52.

### OUR THIRTY-FIFTH ANNUAL CATALOG

This catalog is our salesman. Much time and effort has gone into its preparation and it contains valuable information, not only in regard to seed but also as to how melons may be successfully grown.

### NOTICE

All quotations, acceptances of orders and promises of shipment are subject to change, limitations or cancellations made necessary by Seasonal Conditions, State, Government regulations or other hazards beyond our control affecting our operations. We exercise care to have all varieties true to name, nevertheless it is understood and agreed that should any variety prove untrue to name that we shall be liable only for the sum paid, and shall not be liable for any greater amount.

WILLHITE MELON SEED FARMS  
Poolville, Texas







MISS CLARA LEE WILLHITE

## THIRTY-EIGHTH ANNIVERSARY

TO OUR FRIENDS AND CUSTOMERS:

The foundation of all business is friendship and good will and it gives us great pleasure to greet you again and extend our very best wishes.

The support and cooperation which you have given us in the past is greatly appreciated and we have dedicated ourselves to the task of growing better quality seed each season.

We sincerely thank you for your support and your recommendations of our service to your friends. It is always a valuable source of new business.

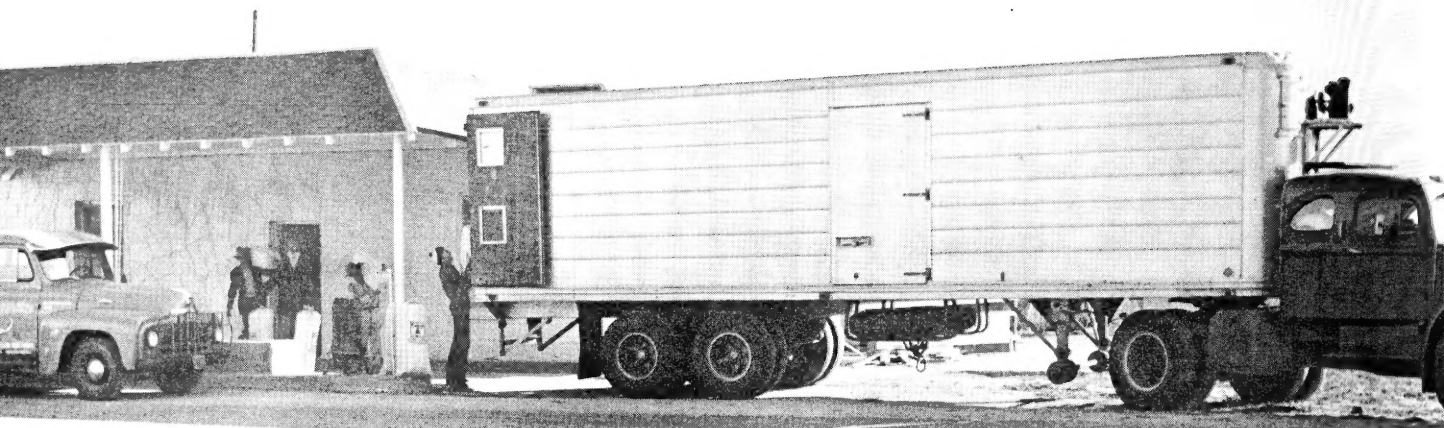
This is our thirty-fifth annual catalog and represents our thirty-eighth anniversary.

*Insist on Willhite's Seed. You Will Appreciate the Difference.*

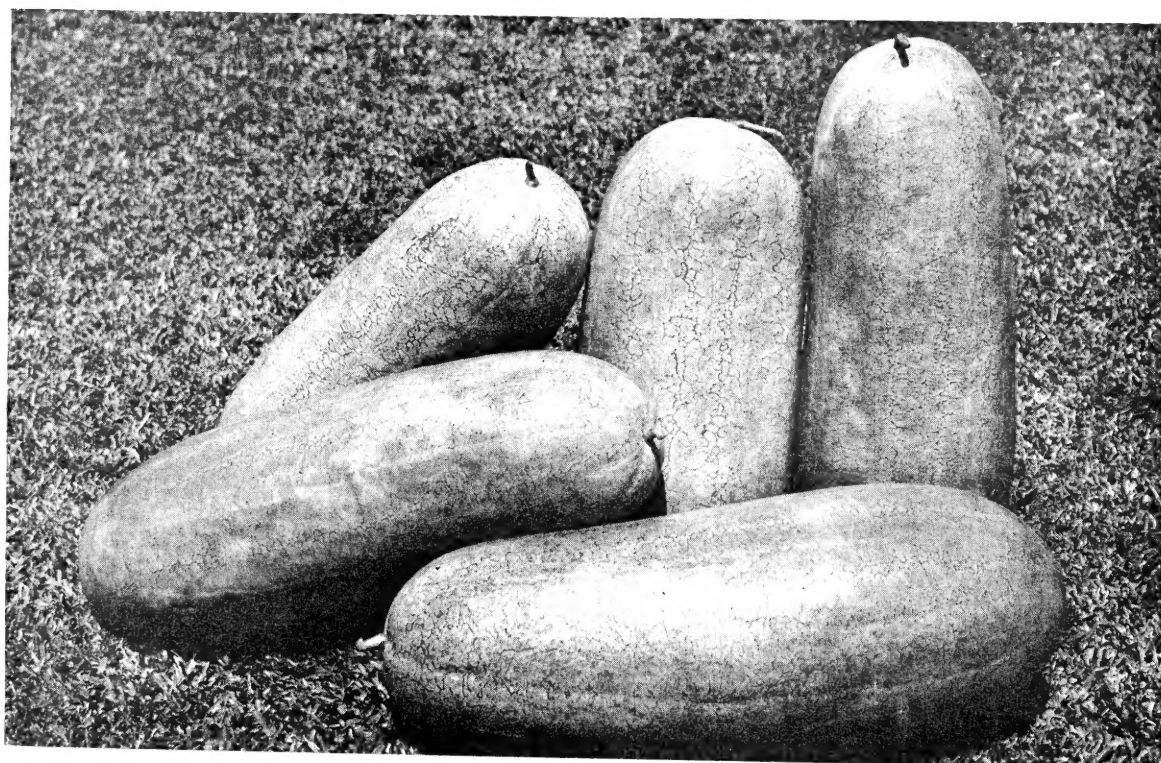


### **SPECIAL STOCK SUGAR LOAF—ORDER No. 9**

These seed are from the largest and choice melons, weighing from 50 pounds and up. They were really a beautiful sight, all running very uniform in shape and cutting qualities. Packed in sealed bags at \$3.00 per lb. All plus postage. No 25c packages on these seed.



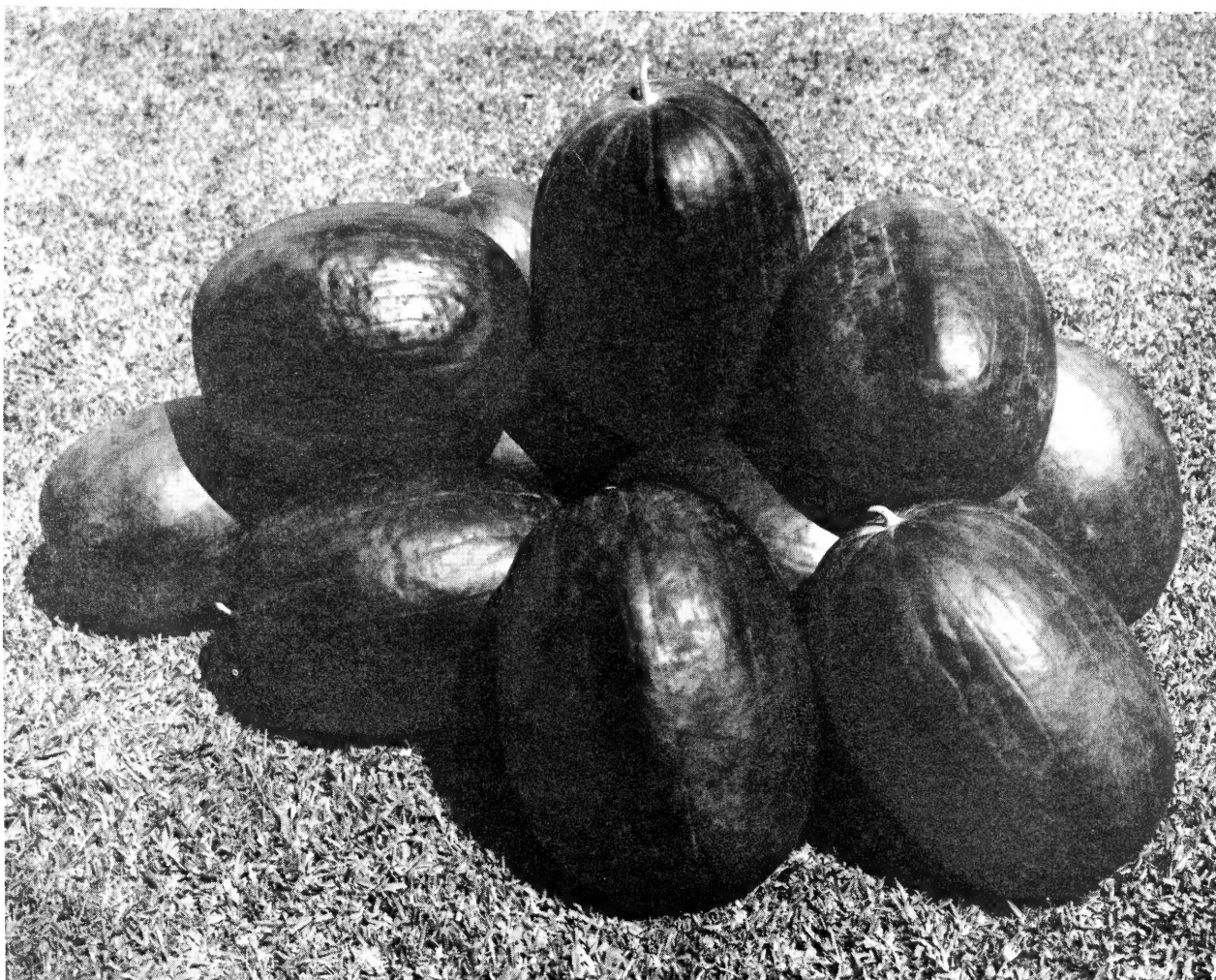
Truck loading "WILLHITE'S" seed from one of our warehouses to be sent into Florida.



**CERTIFIED CHARLESTON GRAY—ORDER No. 71**  
**(Anthracnose and Fusarium Wilt Resistance)**

This is proving to be one of our leading shipping melons. They have the ability to reflect the sun rays and keep the melon cooler, thereby causing them to ripen naturally instead of prematurely, which gives them a much sweeter, full flavor. These Certified seed are grown from carefully

pedigreed stock in the states of Texas, Oklahoma and Colorado. BE SURE to specify in your order which you prefer or we will send our own choice. Price per lb. (sealed bags): \$2.50. All plus postage. REMEMBER, no 25c packages on these seed



## **BLACKSTONE—ORDER No. 80—Anthracnose Resistant (USDA W4-53)**

*(See color photo page 29)*

This new melon, a Black Diamond type, was developed at the Southeastern Vegetable Breeding Laboratory at Charleston, S. C., and shows great promise of becoming very popular with melon growers. Its earliness of maturity and resistance to anthracnose, one of the most serious diseases of the fruit and foliage, are two of the strong points of Blackstone. It also exhibits a degree of resistance to fusarium wilt. In some plot tests the Blackstone set even better than the Black Diamond, the melons being some smaller with an average of 30 to 35 pounds but growing very uniform. This melon was developed from a cross

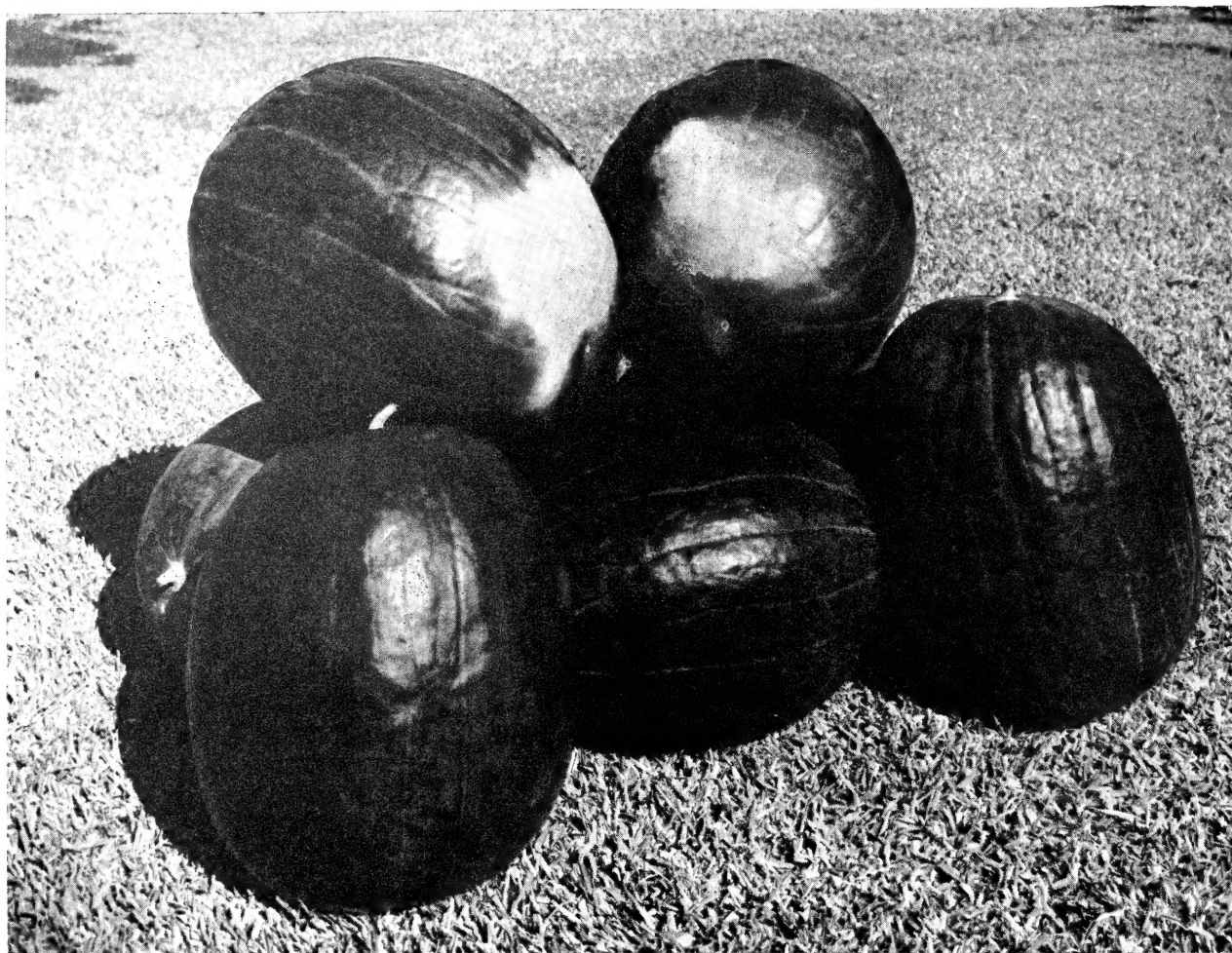
between Fairfax and Black Diamond. All of its disease resistance derives from Fairfax; the shape, color, seed pattern and other physical characteristics come from Black Diamond, but being a little darker green in color. It cuts red, ripens out very near the rind but is firm enough that its shipping qualities are excellent. The flesh is sweet and crisp and quite delicious. We strongly advise you to try this new melon and believe that you will be pleased with it, either for commercial or garden use. Certified: 1 lb. \$3.00; Non-Certified: 1 lb. \$2.50;  $\frac{3}{4}$  lb. \$2.05;  $\frac{1}{2}$  lb. \$1.40;  $\frac{1}{4}$  lb. 80c. LIBERAL PACKAGE, ANY VARIETY, 25c.

## **HOW TO TELL WHEN A WATERMELON IS RIPE**

Never press on a watermelon with the palm of the hand to see if it is ripe. To do so bruises the melon and makes it unfit for consumption. A green melon will have a clear ring when thumped, with shiny glossy rind, whereas a ripe melon has a dull dead sound, with not so much sheen and on the

dark rind varieties they are usually a little rough to the feel of your hand, with rind becoming much harder due to the fact they have completed their growth. The quality of many melons is ruined by abuse trying to see if they are ripe. One that is vine ripened is much better in every respect.





## **YELLOW BELLY BLACK DIAMOND—ORDER No. 66**

*(See color photograph page 30)*

This is a fine melon, slightly oblong in shape with prominent creases, and the darkest blue-black rind I have ever seen, with a yellow belly where it lies on the ground, which makes it very attractive and outstanding; if you can visualize how lovely blue, black and yellow are together, you can imagine how beautiful they are. Flesh is bright red with grayish black seed, slightly smaller than ordinary Black Diamond type. Cutting quality is supreme; grow very uniform and to seventy and eighty pounds under favorable conditions. Vines are rank and vigorous having large leaves which provide a good shade for the melons

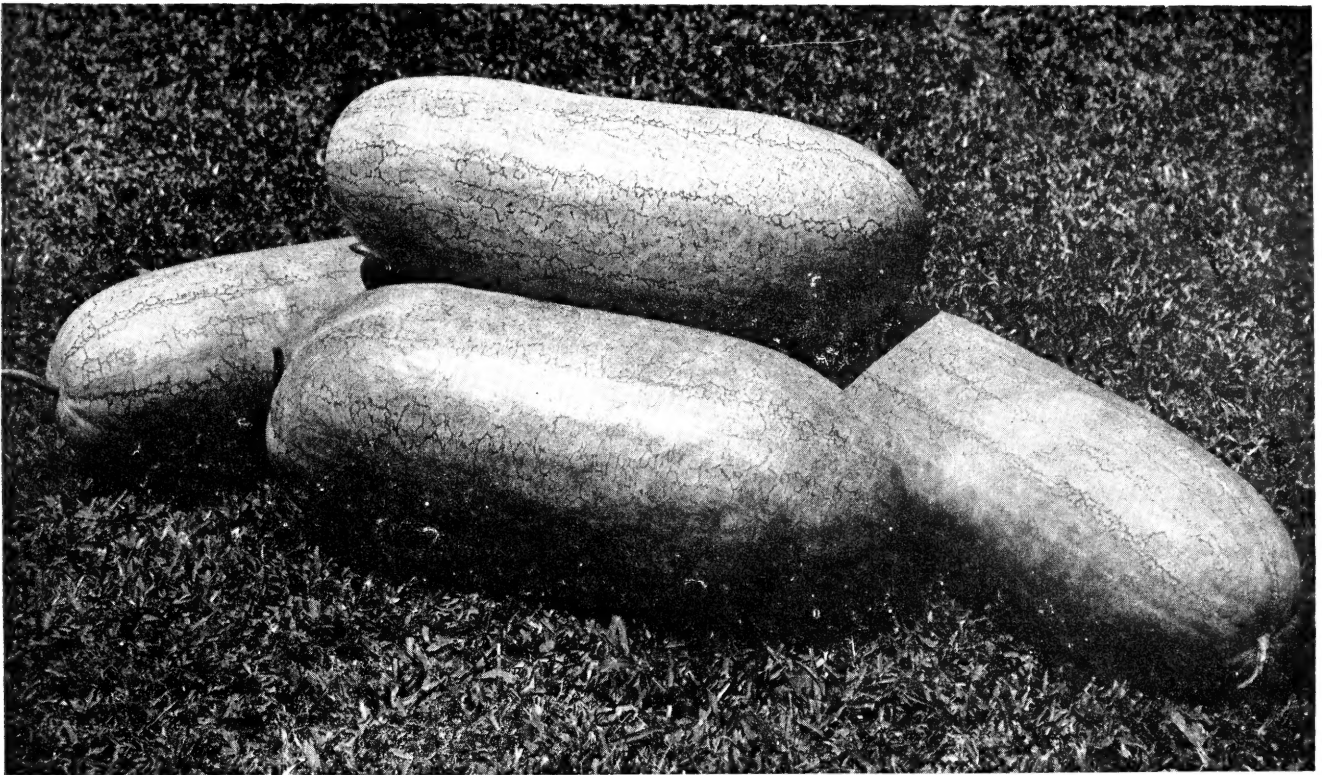
and helps prevent sunburn. They load up quite heavily. You will notice that we have exposed the bottoms of some of the melons to the camera so that you may get an idea of the yellow bellies. There will be a small per cent of the plants that will produce regular type Black Diamond. I strongly urge you to try this fine variety. Certified Black Diamond (Yellow Belly Strain): \$3.00 per lb. Non-Certified: 1 lb. \$2.50; ¾ lb. \$2.05; ½ lb. \$1.40; ¼ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c. When ordering this seed BE CERTAIN to give Order No. 66 whether it be for certified or non-certified.

## **WARRANTY**

The Willhite Melon Seed Farms warrants, to the extent of the purchase price, that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further Warranty, express or implied.

Only by careful selections by trained operatives from individual self pollinating plantings, for seed stocks, can the purity and high character of a variety be maintained, and improved strains developed.



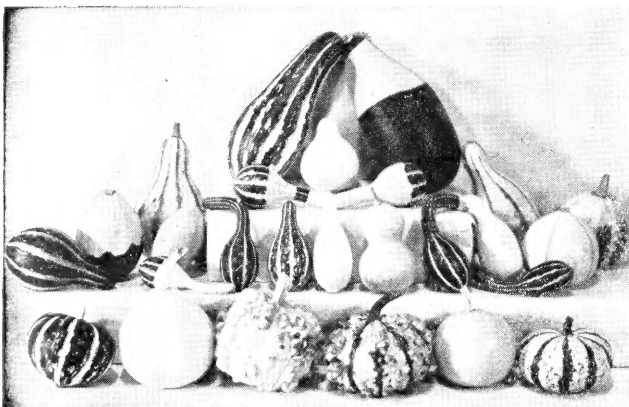


## THE NEW WHITE HOPE MELON—ORDER No. 72

(HIGHLY WILT-RESISTANT)

This is a new release from the University of Arkansas Department of Horticulture of which Dr. Victor M. Watts is head. It is indeed a very fine melon. In many ways it resembles the Charleston Gray, most especially the outside markings which are almost identical and in my opinion is just as good in quality. The flesh is a bright pink, fine texture and tender with no tendency to hollow-heart; very firm and no coarse fibre. Sugar content runs about 5% higher than the Black Diamond. Seeds are small and black. The rind is tough and about  $\frac{1}{2}$  to  $\frac{3}{4}$  inch thick. One of its most outstanding traits is the fact that it will not sunburn. It is a highly Wilt-Resistant

variety and will grow to 40 pound size; however the small melons are also of top quality. This melon is somewhat earlier than the Charleston Gray. We believe it will fit well into any production and shipping program that uses Charleston Gray, since it is similar in appearance and matures early enough to dove-tail market seasons with that variety. They run uniform in size with little pruning to be done. Our seed are grown from breeders stock. Certified White Hope: 1 lb. \$3.00; Non-Certified: 1 lb. \$2.50;  $\frac{3}{4}$  lb. \$2.05;  $\frac{1}{2}$  lb. \$1.40;  $\frac{1}{4}$  lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



## ORNAMENTAL GOURDS

### ORDER No. 49

Very unusual shapes and sizes, highly colored. All types ornamental Gourds. Plant them for a novelty as well as home decorations. 1 lb. \$2.00;  $\frac{3}{4}$  lb. \$1.65;  $\frac{1}{2}$  lb. \$1.15;  $\frac{1}{4}$  lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

**WHITE  
SEEDED  
WATSON—  
ORDER NO. 44**

*(See color photograph  
inside front cover)*

This is without a doubt the largest growing Watson melon and will grow well over one hundred pounds if properly pruned and growing conditions are favorable. There are several farmers in Parker County who have standing orders for these melons at \$25.00 each, guaranteeing them to weigh 100 pounds or more. It has a blue-green shiny rind, although not quite as blue as the Blue Rind Watson. Seeds are cream, same size as other Watson seed. Most melons are same shape but some few will run more block ends. Flesh is red; vines grow rank and vigorous, having large leaves which cover the melons and help to prevent sunburn. Due to the huge size of these melons it takes longer for them to mature so we advise that you



**Miss Clara Lee with two White Seeded Watson**

leave them on the vines two weeks after you think they are ripe. They will hold up quite a long time after ripening. I strongly advise you to try this melon if it is size and tonnage you want. 1 lb. \$2.50; ¾ lb. \$2.05; ½ lb. \$1.40; ¼ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



**THE WILLHITE WONDER MELON—ORDER No. 21**

The Willhite Wonder is a medium long melon with block ends. Color of rind is a beautiful dark shade of green. When young it shows a distinct stripe of irregularity, but as they ripen this stripe disappears almost completely. The rind is tough enough to stand hauling well. They grow to enormous size, often weighing up to ninety pounds. Vines grow rank and vigorous. We often have them grow to cover middles twenty feet wide and have grown as much as thirty-five tons per acre that average sixty pounds each. It resembles the

Russell's Improved very closely. Has seed from white to light brown mottled color. Its flesh is red, very sweet and tender with the delicate flavor of Improved Kleckly Sweet. Date of maturity approximately ninety days. Do not confuse this melon with Wondermelon or Blue Wonder as is so easily done when making out your order for seed. Be sure to give order number 21 on order blank. 1 lb. \$2.50; ¾ lb. \$2.05; ½ lb. \$1.40; ¼ lb. 80c. All plus postage. LIBERAL PACKAGE ANY VARIETY, 25c.



## **"COBB GEM"—ORDER No. 59—100 Pound Average**

*(See page 26 for color photo, description and prices)*

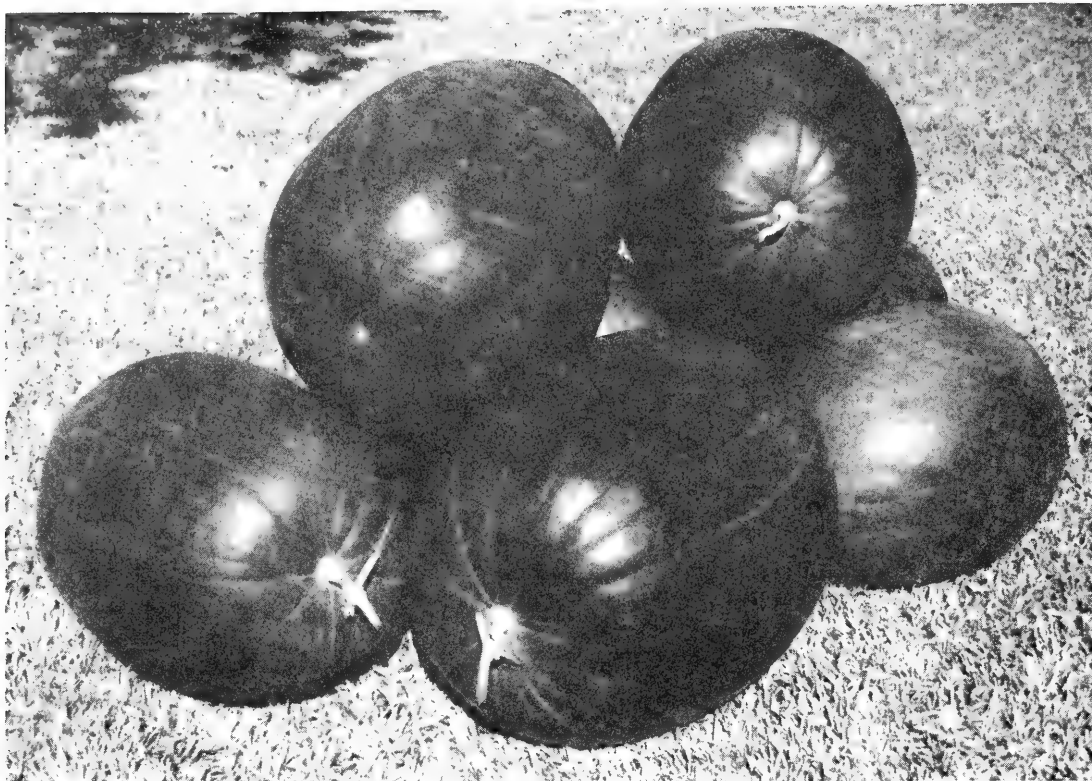
## **COLE'S ALLHEART—ORDER No. 58**

This is a comparatively new melon developed by the man whose name it bears. It is mostly heart, deep red flesh, very tender and sweet. The rind is thin and tough, which makes it ship and haul well. The rind is green with darker green stripes, resembling the Queen of Parker, both in shape and color, grows to 70 pounds under favorable conditions, heavy producer and early maturing. Our stock seed came direct from the originator and performed beautifully in our fields. 1 lb. \$3.00;  $\frac{3}{4}$  lb. \$2.40;  $\frac{1}{2}$  lb. \$1.65;  $\frac{1}{4}$  lb. 90c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



**NOTICE—See Page 52 for  
Parcel Post Rates**





(See color photograph on page 21)

## **CLARA LEE, FLORIDA GIANT, BLACK DIAMOND OR CANNON BALL—ORDER No. 17**

The Clara Lee Order No. 17 is an improved strain of the Florida Giant, Black Diamond and Cannon Ball. This is a large melon with glossy, black-green rind, showing no indication of a stripe in any way. The rind is very thin and tough making it possible to ship or haul any distance any other melon will. The flesh is deep red, crisp and tender with grayish-black seed that are rather small in size. Under favorable conditions melons will grow up to 60 pounds and some larger; a

mid-season melon ripening along with the Charleston Gray. It is very hardy and resists drought well. This has long been a favorite with many melon growers everywhere. See field view pictured below.  $\frac{1}{4}$  lb. 60c;  $\frac{1}{2}$  lb. \$1.10;  $\frac{3}{4}$  lb. \$1.55; 1 to 5 lbs. \$1.85 per lb.; 6 to 9 lbs. \$1.80 per lb.; 10 lbs. \$1.75 per lb.; 11 to 24 lbs. \$1.70 per lb.; over 24 lbs. \$1.65 per lb. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.







## SUGAR LOAF—ORDER No. 9

*(See color photograph on front cover)*

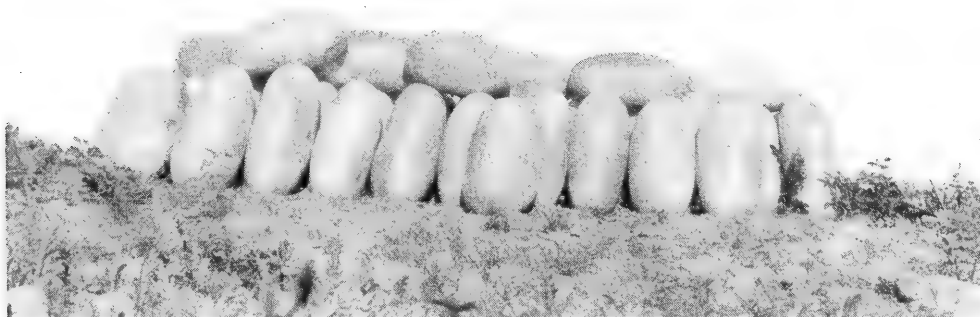
The Sugar Loaf is a long melon with a pea green rind, seeds are white and flesh blood-red. It grows very large, often weighing more than one hundred pounds, yet the cutting qualities are beyond reproach, which is unusual in a large melon. They are extremely hardy and prolific. Flesh is fine grained, very tender and sweet. When they get a little over-ripe, instead of turning to water as most others do, the flesh is grainy like sugar. It stands hauling well, the rind being thin

and tough. You will find no hard hearts in this melon. It matures in about 80 days. We advise you to order these seed early as we have never been able to grow enough to supply the ever increasing demand. 1 lb. \$2.50; ¾ lb. \$2.05; ½ lb. \$1.40; ¼ lb. 80c. 10 lbs. and over \$2.25 per lb. (See page 1 for SPECIAL STOCK Sugar Loaf.) All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

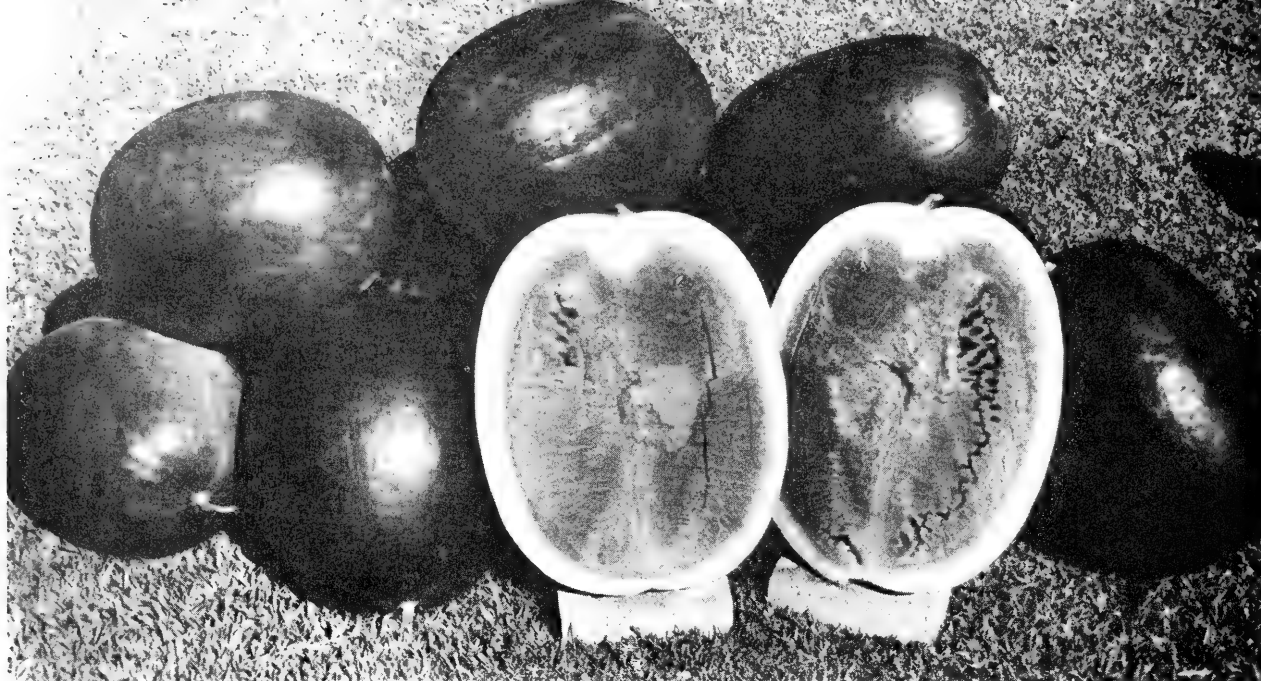
## CUSTOMER'S NOTICE

If full amount of postage charges are not sent along with order, we will deduct the amount of

such carrying charges from amount of seeds ordered as we do not pay these charges.



SUGAR LOAF DEAD RIPE READY FOR SEEDING

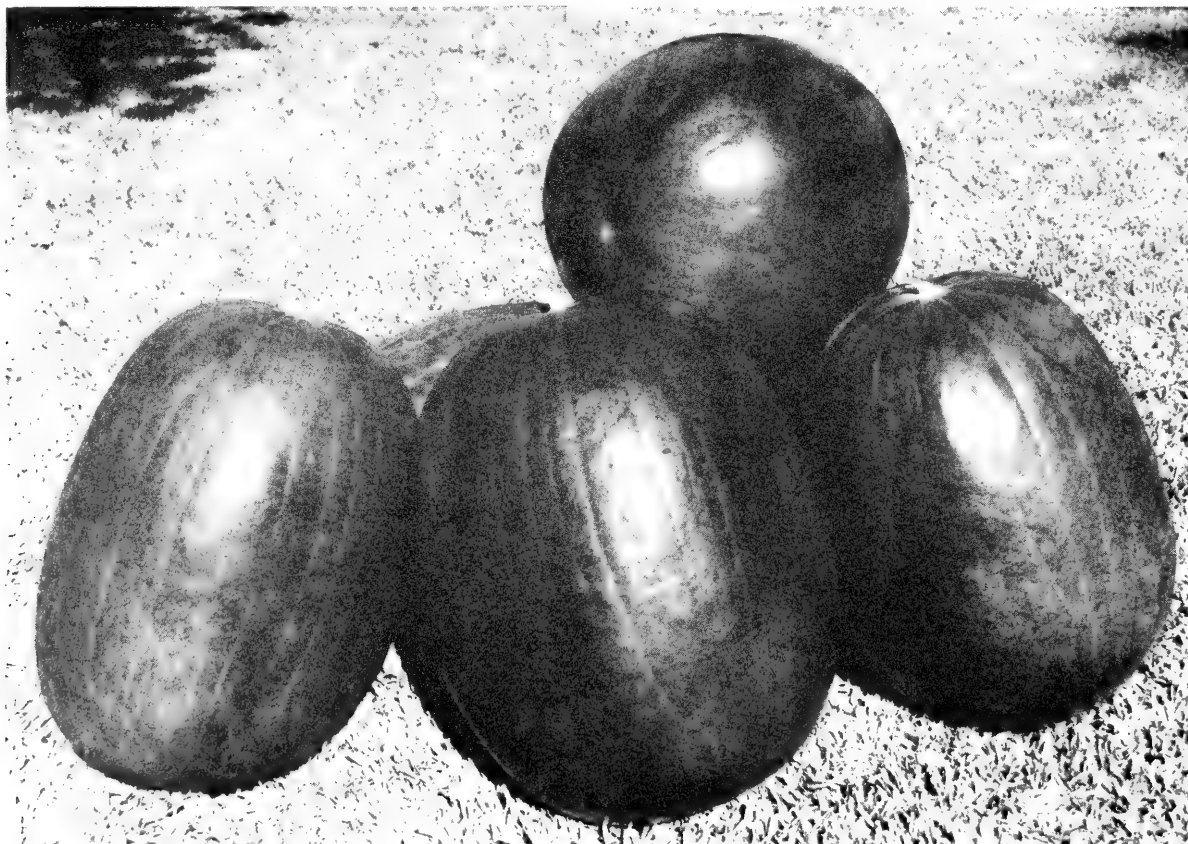


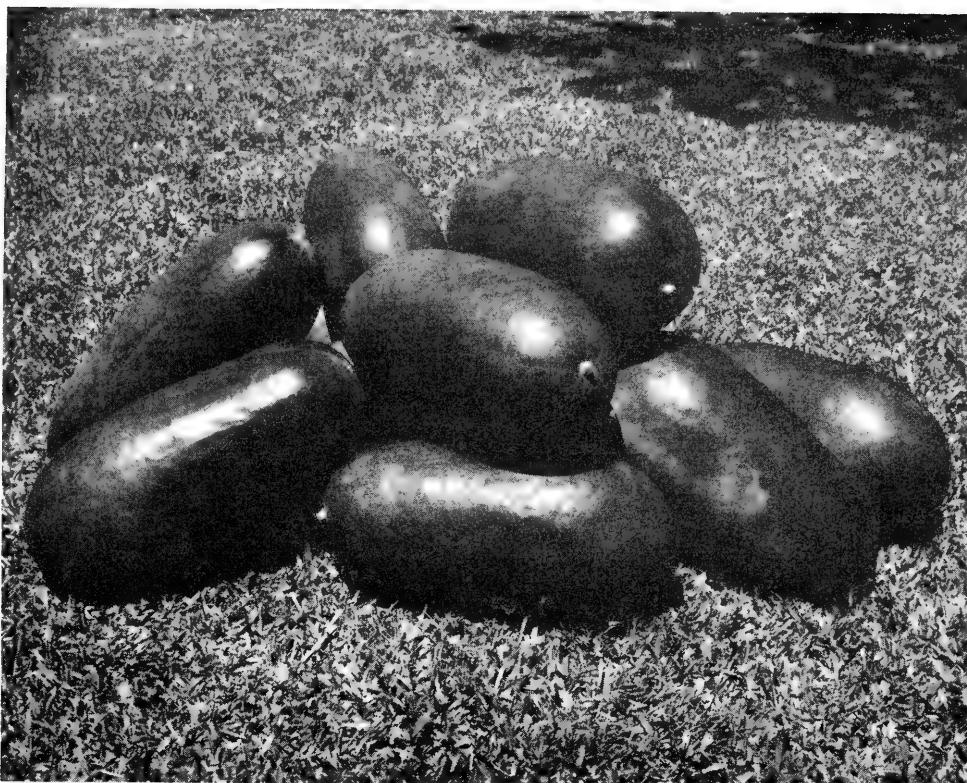
## TEXAS GROWN CERTIFIED BLACK DIAMOND

(Grown from Registered Seed)  
(See inside back cover for color photo)

Texas Certified watermelon seed are all grown from Registered Stock as our Certification program will not permit the growing of certified seed from certified seed as do most states. Ours are all Pedigreed stock which is the best to be obtained anywhere, we ourselves are the producers of Registered seed for the state. The melons are as pictured above; glossy, solid black-green rind, grayish-black seed; deep red flesh that is sweet and tender. They grow to a very large size often

weighing eighty pounds each when properly pruned and weather and soil conditions are favorable. It is a mid-season melon and will stand shipping and hauling any distance that any other melon will. They come treated in sealed bags of 1 pound and up. DO NOT order less than 1 pound as we cannot ship a smaller amount. 1 lb. bag \$2.25; 5 lb. bag \$2.20 per lb.; 10 lb. bag \$2.15 per lb.; 11 lbs. or more \$2.00 per lb. All plus postage. REMEMBER, No 25c packages on these seeds.





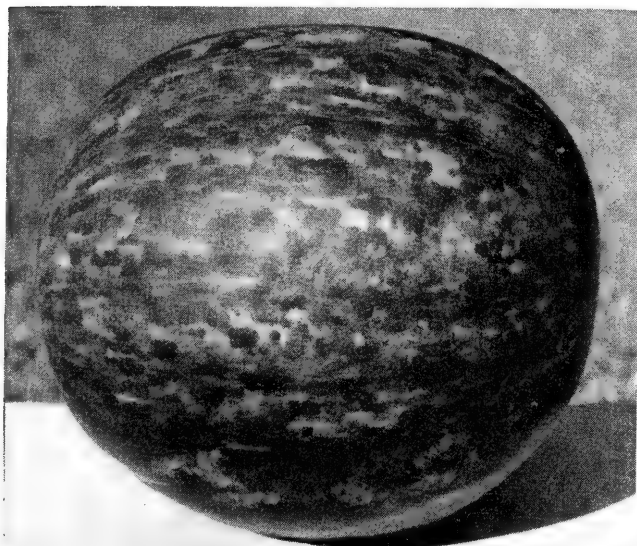
### **BLACKLEE—ORDER No. 45—(WILT RESISTANT)**

This melon has gained in popularity to such an extent in the past few years that it is now being planted quite extensively in practically every melon growing section of the country, and more especially in those areas badly affected with Fusarium Wilt. We recommend this melon as being one of the best Wilt Resistant types, having proved its qualities in this respect in the most heavily infested fields. This is a medium size melon, averaging in weight from 35 to 40 pounds; capsule in shape, running exceptionally uniform,

with very little pruning necessary. The rind is dark blue or black-green in color, thin and tough, which makes it quite satisfactory for shipping. The flesh is a rich blood red, very tender, crisp and sweet. Seeds are medium size and black. This melon matures in 85-90 days. Its dark green rind, uniform shape and size makes it very attractive on any market.

Certified: 1 lb. \$2.50; Non-Certified: 1 lb. \$2.00; ¾ lb. \$1.65; ½ lb. \$1.15; ¼ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

**SEE STAR ON TEXAS MAP (FRONT COVER) FOR OUR LOCATION**

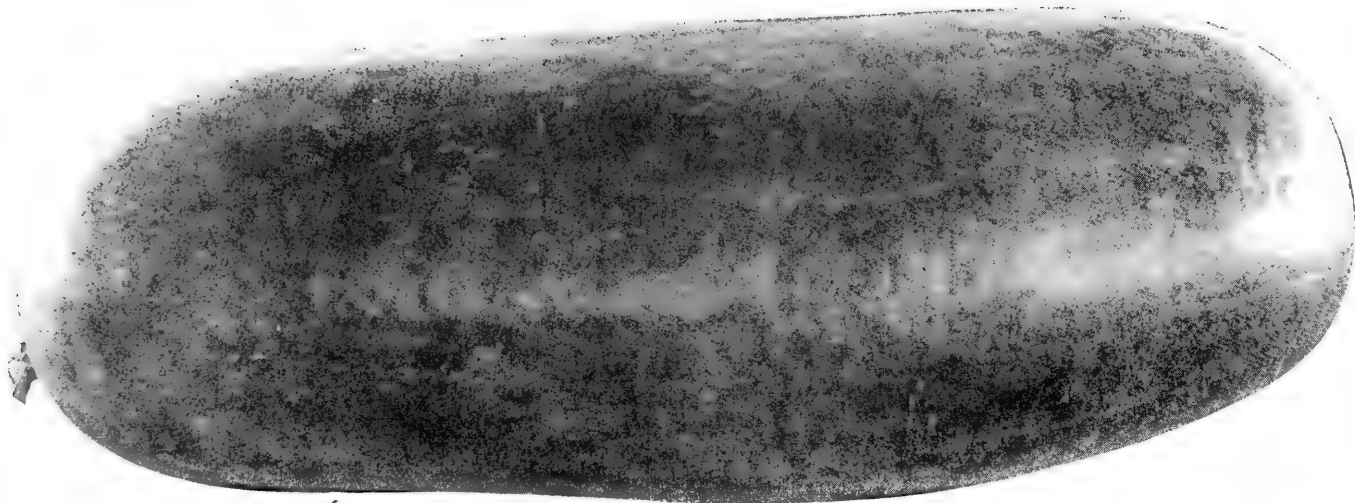


### **THE WILSON SWEET MELON**

#### **← ORDER No. 68**

The Wilson Sweet is another small family size melon weighing about 20 pounds, with Cletex marked rind that is very tough and thin, will ship or haul anywhere. The shape is round, exactly as pictured; flesh beautifully red, solid and firm, fine textured; cutting qualities perfect. Maturity approximately 85 days. They have yellow bellies when ripe; medium size seed that are white with black tips. Certified: 1 lb. \$3.00; Non-Certified: 1 lb. \$2.50; ¾ lb. \$2.05; ½ lb. \$1.40; ¼ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

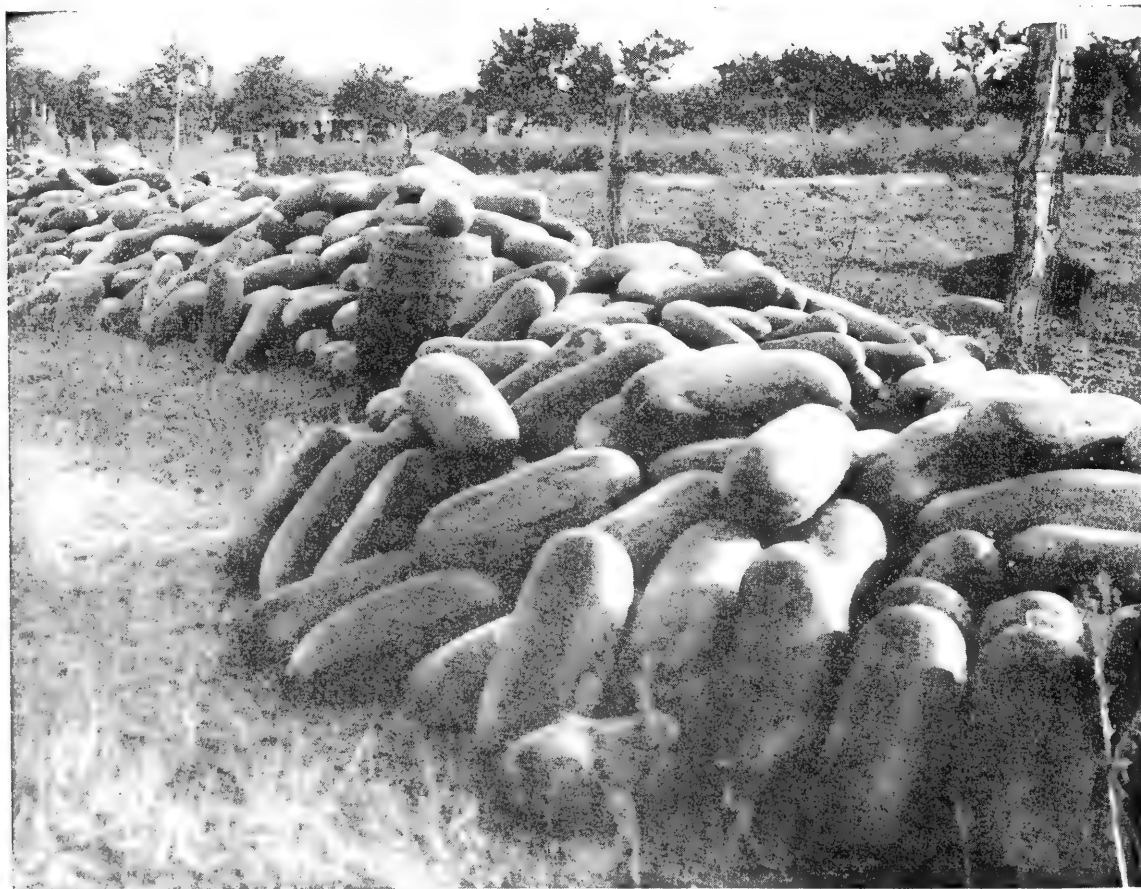




## FAMOUS WATSONS—ORDER No. 24

We have requests quite often for what was known as the "Tom Watson" melon and in the Famous Watson you are getting the improved Tom Watson. In this variety you will find some of the same fine characteristics, such as uniformity in shape and the tough rind which makes it ideal for shipping but inside you will find that the flavor is much improved. The flesh is red, tender and sweet; seed brown and small. Melons average from fifty to seventy-five pounds; the one pictured

above weighed 90 pounds. As this is one of the oldest melons grown we feel it isn't necessary to take up space with description, they are exactly as pictured. You will want some of these melons for marketing as there has always been and always will be a demand for the "Watson" melons. 1 lb. \$2.00;  $\frac{3}{4}$  lb. \$1.65;  $\frac{1}{2}$  lb. \$1.15;  $\frac{1}{4}$  lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



**WILLHITE'S FAMOUS WATSONS—ORDER No. 24**  
(See color photograph outside back cover)



## **BLUE RIND WATSON— ORDER No. 23**

This is a distinct variety of the Tom Watson. Its rind is a deep shiny green with a bluish sheen; some are so dark, they are almost black. It has small brown seed and its flesh is a deep blood red and very tender and sweet. Its rind is thin and very tough making it a splendid shipper. Average from fifty to seventy-five pounds. Its general shape is exactly like the Willhite's Regular Watson you have known and liked so well. They will sell and ship equal to them on any market and most buyers prefer them to the Regular Watson because they make a much better appearance and are much better melon when cut. Some few regular Watsons will be found in field planted with Blue Rind Watson seed because the type is not firmly established yet, but no such melons found in our fields were seeded. Only about two per cent showed up regular Watson, not enough to cause complaint. Matures in about eighty-five days. 1 lb. \$2.50; ¾ lb. \$2.05; ½ lb. \$1.40; ¼ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



## **BLUE RIND WATSON—ORDER No. 23**

### **ABOUT C. O. D. ORDERS**

**A deposit of 25% of the amount of the order, before we make shipments, is required on all shipments requested to be sent C.O.D. This amount is returned to you if the order is not accepted.**

### **KEEP THIS CATALOGUE**

Be sure to keep this catalogue for future reference. Even after your seed supply has been ordered there will be times when you will wish to

consult it. You may have friends and neighbors who do not have a catalogue and who will appreciate the favor of being allowed to use yours.

### **\$50.00 IN PRIZES FOR PHOTOGRAPHS USED**

For the best photograph (NOT KODAK) of melons grown from our seed and used in our THIRTY-SIXTH annual catalogue we will give \$25.00 worth of seed quoted retail in this catalogue. As second prize, we will give \$15.00 worth and as third prize

\$10.00 worth. This does not necessarily apply to the largest melon but can be of a group of melons, attractively arranged. Do not write on face of photograph.



## **THE CHRIS-CROSS—Order No. 69**

**"Good Wilt Resister"**

This new development is a cross between Hawksbury and Dixie Queen and will do well on wilt sick land, yet will grow to a very large size under favorable conditions, the cutting qualities are good, with a thin tough rind that makes them a good shipper; the outer skin resists abrasions and breakage; they are heavy producers and require very little pruning, growing uniform over the entire field; flesh red and solid; seed black; matures in about 85 days; plants grow vigorous and require plenty of room for big melons; does not sunburn easily and has a very attractive appearance. 1 lb. \$3.00; ¾ lb. \$2.40; ½ lb. \$1.65; ¼ lb. 90c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



(Color photograph—page 30)

## MOUNTAIN HOOSIER—ORDER No. 11

Due to the gaining popularity of the "Mountain Hoosier" which we think is one of the very finest of large growing red-fleshed varieties that we have ever produced, it has been necessary to increase the acreage each season for the past several years in order to enable us to meet the demand for this variety of seed.

The Mountain Hoosier is by no means a new melon, having been grown in the middle eastern states even before the Civil War, however up until the past few years it has been little known in Texas and adjoining states, but many melon growers are now beginning to become better acquainted with its many high qualities, especially

its medium thick rind which makes it a good shipper; also the large tonnage production per acre, which equals most if not all popular shipping melons. This melon is slightly oblong in shape, mostly dark green rind but some few will run slightly lighter in color. The flesh is a deep red, crisp, very sweet and tender, making it an exceptionally edible melon. Seeds are white with slightly black rim and tip. Under favorable conditions this melon will grow to seventy-five and eighty pounds, maturing in approximately 85 days.  $\frac{1}{4}$  lb. 90c;  $\frac{1}{2}$  lb. \$1.65;  $\frac{3}{4}$  lb. \$2.40; 1 lb. \$3.00; 2 lbs. for \$5.50; 3 lbs. and over \$2.50 per lb. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

## CERTIFIED DIXIE QUEEN (WILT RESISTANT)—ORDER No. 73



This improved strain is slightly oblong. Flesh is a bright red, seeds are white and small which makes them go a long way when planting. Average weight 35 or 40 pounds, however they will grow much larger under favorable conditions. Rind is light green with darker mottled stripe, presenting a beautiful appearance. The quality is excellent. It has a medium thin rind and is tough enough to withstand long distance shipping. It matures in about 85 days depending on weather. 1 lb. \$3.00; 2 lbs. \$5.50; 3 lbs. \$7.50. All plus postage. Remember no 25c packages on this seed.



### THE NEW STONE MOUNTAIN—ORDER No. 15

The New Stone Mountain is slightly oblong, light green rind of medium thickness and has the fine markings of the Tom Watson. The flesh is a beautiful deep red and sweet; the seeds are white with black tips. This melon will not stand

the abuse of long distance shipping or hauling. It is a heavy yielder and grows to a good size; on local market it is unsurpassed. 1 lb. \$2.00;  $\frac{3}{4}$  lb. \$1.65;  $\frac{1}{2}$  lb. \$1.15;  $\frac{1}{4}$  lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

### WARRANTY

The Willhite Melon Seed Farms warrants, to the extent of the purchase price, that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further Warranty, express or implied.



### THE WONDERMELON OR BLUE WONDER—ORDER No. 16

This is a different melon from the Willhite Wonder. It is quite similar to the Improved Kleckley Sweet, but grows much larger and its flesh and rind are firmer. A very fine variety from every viewpoint. It has a green-black color and is exceptionally handsome in appearance. They grow up to sixty pounds and mature in about eighty days. This melon is one of the best sellers for local markets of all the red flesh varieties. They

are vigorous and prolific, also very productive, grow great quantities of big fine dark glossy green melons. The rind is rather thin, but reasonably tough to insure good carrying for short hauls and any market that receives this melon will sell to good advantage. It grows long and thick, seeds are white, flesh deep blood red, juicy and sweet. 1 lb. \$2.00;  $\frac{3}{4}$  lb. \$1.65;  $\frac{1}{2}$  lb. \$1.15;  $\frac{1}{4}$  lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

**TEXAS GIANT  
ORDER No. 10**

**"A LEADER  
FOR SHIPPING"**



*(See color photograph on front cover)*

Although several new varieties have been introduced as excellent shippers the Texas Giant continues to be the leading shipping melon. Its ability to produce an exceptionally heavy yield of choice market melons makes it popular with all growers. With favorable weather and soil conditions they will grow up to 75 pounds. This melon is nearly round in shape with stubby or flat ends. Its rind is medium thick, very tough and hard, dark bluish green, even colored and smooth. The flesh is a deep blood-red and when fully ripe is free of strings, very crisp, tender, sweet and full

flavored. Seed are grayish black. Vines grow vigorous and load up quickly with fine neckless melons. It is a mid-season melon but must be allowed to stay on the vine until fully ripe. It will remain on the vine for weeks after ripening and still cut good. You can rest assured that there is no better shipper than the Texas Giant.  $\frac{1}{4}$  lb. 60c;  $\frac{1}{2}$  lb. \$1.10;  $\frac{3}{4}$  lb. \$1.55; 1 to 5 lbs. \$1.85 per lb.; 6 to 9 lbs. \$1.80 per lb.; 10 lbs. \$1.75 per lb.; 11 to 24 lbs. \$1.70 per lb. Over 24 lbs. \$1.65 per lb. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



**TEXAS GIANT—ORDER No. 10 (Field View)**  
30 tons per acre grown on this field





### **THE HALBERT HONEY MELON—ORDER No. 12**

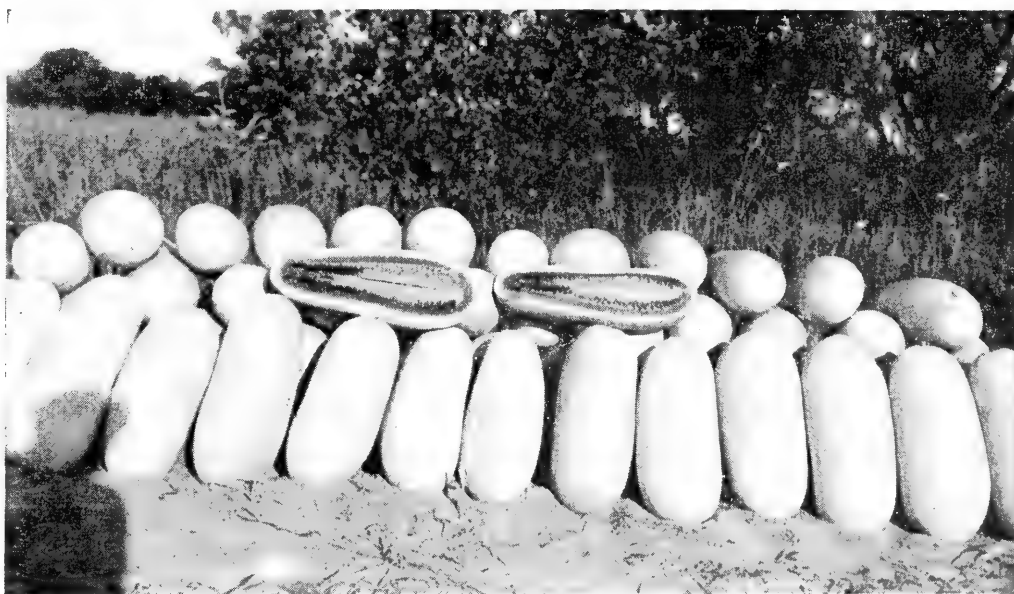
This is one of the best early varieties. Color of rind black green, flesh is blood red and white seeds. They grow up to forty pounds and are

extremely tender and fine flavored. 1 lb. \$2.00; ¾ lb. \$1.65; ½ lb. \$1.15; ¼ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

**THE  
HAWKSURRY  
(or  
Gray Shipper)**

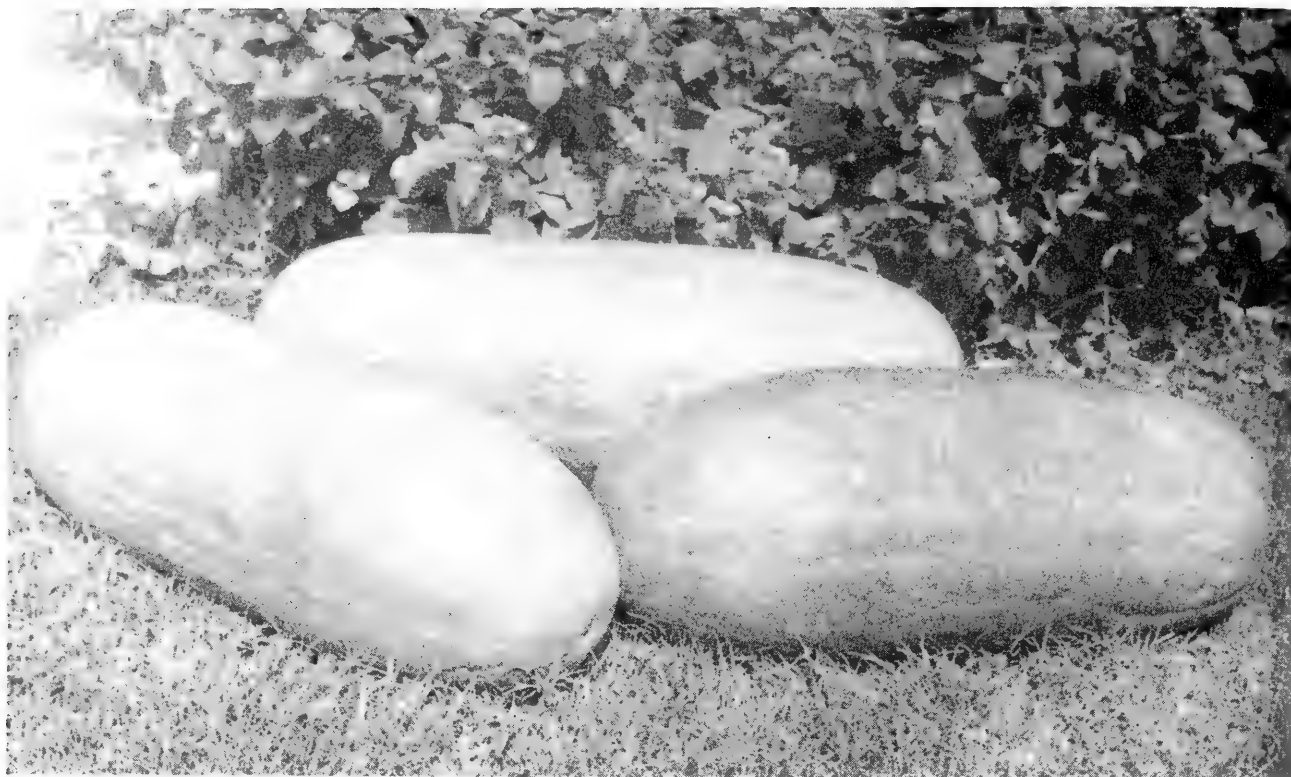
**(Wilt  
Resistant)**

**ORDER No. 8**



The Hawksbury is very much in demand in the arid and wilt infested areas, due largely to its drought and Wilt Resistance qualities. This is an exceptionally hardy melon, very similar in appearance to the Sugar Loaf, but not growing nearly so large; under favorable conditions they will

grow to 65 pounds. The rind is grey-green, very thin, hard and tough. The flesh is a deep blood red with black to brownish-black seed. 1 lb. \$2.50; ¾ lb. \$2.05; ½ lb. \$1.40; ¼ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



### **NEW IRISH GREY—ORDER No. 13**

*(See color photo on outside back cover)*

This is a comparatively new type of Irish Gray, although it has been on the market in a very limited way for the past several years. Perhaps, at one time it was known to you as the "Texas Gray Beauty." This is one of the finest melons, with deep red flesh, crisp, tender and sweet. The rind is light pea green with slightly darker vein

markings, very tough and stands hauling well. Seeds are large white with black rim and tip. This melon will grow to forty or fifty pounds, very uniform in shape and you will have very little pruning to do. Matures in approximately 90 days. 1 lb. \$2.00; ¾ lb. \$1.65; ½ lb. \$1.15; ¼ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

### **THE ROYAL GOLDEN—ORDER No. 7—GOLDEN RIND MELON**

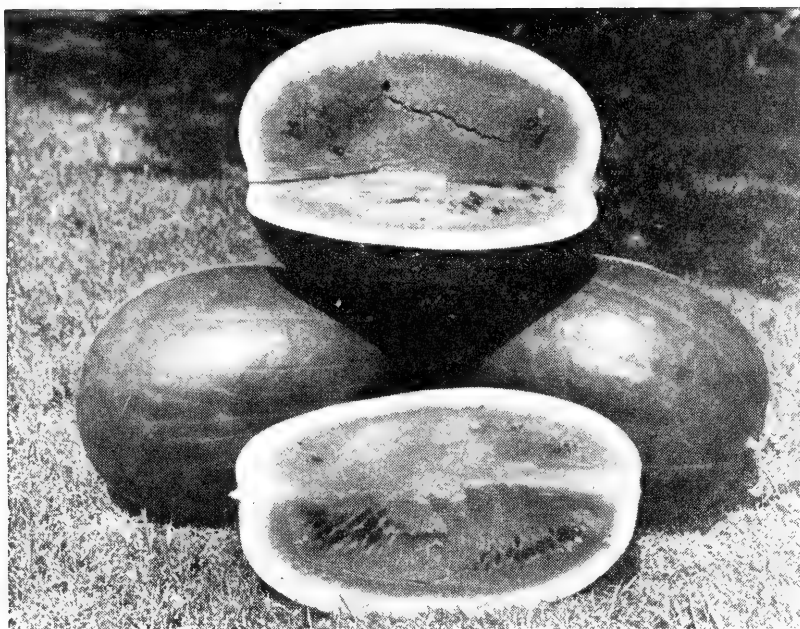
This melon has received national publicity because of its outstanding color which is a bright yellow or light orange when ripe. The yellow color extends to some extent to the vines and a field of them with their big golden fruits is an unusual and pleasing sight. Every grower who operates a road-side stand should plant at least

a few as they present a beautiful appearance as well as attracting widespread attention when placed among green rind varieties. In size this melon will weigh from 20 to 40 pounds at maturity with deep-red flesh, very tender and sweet.



*(See color photo on inside back cover)*

Seeds are light in color. It is an early maturing melon. **SUPPLY SHORT.** Not over ½ lb. to customer. ½ lb. \$2.15; ¼ lb. \$1.15. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



**CERTIFIED BLACK DIAMOND—ORDER No. 17**

**WILLHITE'S  
OKLAHOMA GROWN  
CERTIFIED  
BLACK DIAMOND  
ORDER No. 17**

Each year we grow a few hundred acres of Certified Black Diamond in the state of Oklahoma as there is a certain demand for seed grown in that state. The stock this seed is grown from was originally our stock. These fields are inspected by State Inspectors who see that they conform with state inspection laws, as well as by us and our own inspectors which gives you double protection. They were well isolated, even further from any other melons than the certified program called for. These melons are large, with glossy, black-green rind; rind is thin but tough making

it one of the best shippers. Flesh is deep red, crisp, tender and sweet; seed grayish-black. Mid-season melon; very hardy and able to resist drought well.

These seeds come to you in one, five and ten pound sealed bags, already treated with Seed Treatment. We cannot break the seal on a bag to ship you a smaller amount than one pound, so please do not order less than this amount. This seed should be ready for shipment shortly after December 15, 1957. We will be pleased to accept your early booking and ship the seed at a later date. 1 lb. bag \$2.25; 5 lb. bag \$2.20 per lb.; 10 lb. bag \$2.15 per lb.; over 10 lbs. \$2.00 per lb. All plus postage. REMEMBER, no 25c packages on this seed.

**WILLHITE SYMBOL OF PURE VINE SEED SHIPPED NATION WIDE**



**CERTIFIED BLACK DIAMOND—ORDER No. 17**





**SPECIAL STOCK TEXAS GIANT—ORDER NO. 10**

*(See page 23 for color photograph, description and prices)*

Miss Clara Lee is never happier than when she is inspecting melons such as these lovely Special Stock Texas Giant. Note the large uniformity and cutting qualities. Here in Texas where they are under constant surveillance, a sight like this is not an uncommon one. You would expect to pay much more for these carefully selected seed than our price which is \$2.50 per pound plus postage. REMEMBER, No 25c packages on these seed.



**MILDEW RESISTANT  
No. 45 CANTALOUPE**

**ORDER No. 32**

If you want a flavorful cantaloupe combined with good shipping qualities as well as being high in disease resistance, you will do well to try some of this variety. See page 42 for complete description and prices.



**TELEPHONE WEATHERFORD, TEXAS, LYric 4-6465 FOR WEATHERFORD OFFICE OR  
POOLVILLE, TEXAS (By Way of Weatherford) LYric 4-7519 FOR POOLVILLE OFFICE**

We are pleased to advise that we now have telephone service at our Poolville office which may be reached from 8 a. m. to 5 p. m., where your order can be sent out on the next out-going mail, motor freight or railway express. Night and Sunday calls will be received at our Weatherford office. (See telephone numbers listed above.)

Although we maintain an office in Weatherford, the main plant will remain at Poolville, which includes our warehouses, cleaning and packing plants. Your order will be taken care of in the same efficient manner whether it is received there or at the Weatherford office.

**CLARA LEE, FLORIDA GIANT, BLACK DIAMOND OR CANNON BALL**

**ORDER No. 17**



*Tops  
in  
Quality!*

Wherever watermelons are extensively grown, the reputation of WILLHITE'S superior seed for quality, productiveness, and purity is well established and they are recognized by the trade as a standard of excellence. See page 8 for further description and prices.



## CONGO—ORDER No. 55—ANTHRACNOSE RESISTANT (USDA-46-40)

*(See inside front cover for other Congo picture)*

The Congo is definitely resistant, but not entirely immune to Anthracnose. It is susceptible to Downy Mildew and Fusarium Wilt and growers are urged to give it the same protection by dusting or spraying that they would give other varieties. It is a large semi-long or blocky end type of melon that matures in 90 days. The rind is very tough, dark green in color with a darker green stripe; flesh is deep red, very solid with a medium grain. This melon possesses total solids of 12 per cent (mostly sugar). The seed is slightly smaller than

the Watson seed, light tan with side pattern of darker tan. It has been proven, as a result of commercial plantings, that the Congo is vastly superior to the other common varieties in regard to breakage during shipment. However, care should be taken in loading as it is not immune to bruising. We grew them to weigh 70 pounds. Texas and Colorado Certified Congo (state preference): 1 lb. \$2.50; Non-Certified, 1 lb. \$2.00;  $\frac{3}{4}$  lb. \$1.65;  $\frac{1}{2}$  lb. \$1.15;  $\frac{1}{4}$  lb. 65c. SPECIAL STOCK CONGO (in sealed bags) 1 lb. \$3.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

## JUMBO HALE'S BEST

### ORDER No. 74

*(See page 39 for more detailed description and prices)*

If you are interested in an ideal cantaloupe for your roadside stand or bulk hauling, this is the variety for you. They are much larger than the Hale's Best No. 36 but have the same fine flavor and eating qualities. We believe that they will hold up longer than any other Hale's Best strain. Be sure to include some of these in your next order.





## CHARLESTON GRAY—ORDER No. 71

(Anthracnose and Fusarium Wilt Resistance—See other photographs inside front cover and page 2)

This is a new development released by USDA Southeastern Vegetable Breeding Laboratory, Charleston, S. C. from which we received our original stock seed. It is also resistant to sunburn as well as anthracnose and fusarium wilt, the only variety to our knowledge containing these three characteristics. The rind is pale green with slightly darker intermingled veining, that reflects the sun rays and prevents sunburn, the superior heat reflecting quality of this melon probably results in a lower internal temperature during ripening period which we believe has a strong effect on flavor and sweetness. Another great importance is the long bearing capacity of the fusarium wilt resistant vines that make a very rank growth.

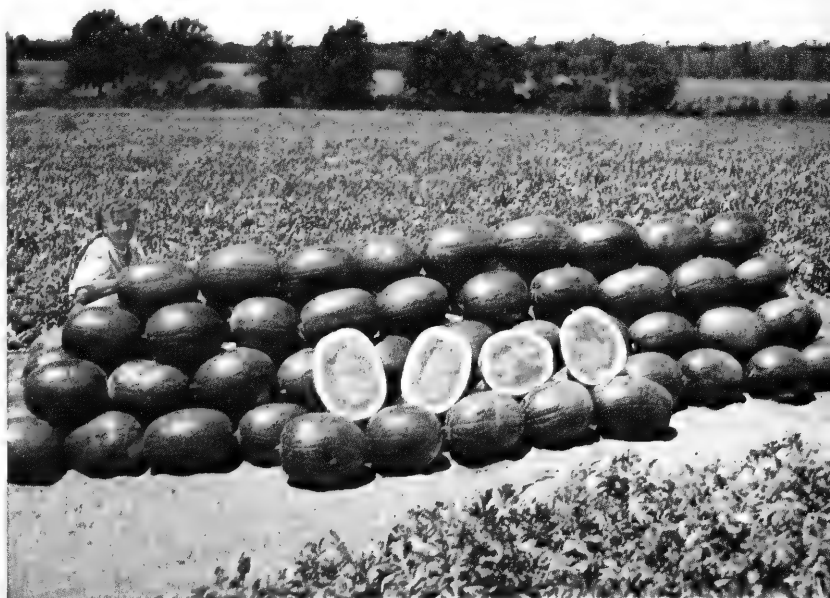
The Charleston Gray has good size, growing to 50 lbs. extra-red flesh that is fine texture, sweetness of flavor, yet very firm. Seed are brownish black, rind hard and thin that makes an excellent shipper. It is very uniform in shape and relatively free of gourdnecks, the cutting qualities are excellent whether the melons be small or large, the small ones are of equally good quality and are highly acceptable on the market. Maturity date runs about ninety days depending on the weather. Certified Charleston Gray, 1 lb. \$2.50; Non-Certified, 1 lb. \$2.00;  $\frac{3}{4}$  lb. \$1.65;  $\frac{1}{2}$  lb. \$1.15;  $\frac{1}{4}$  lb. 65c. SPECIAL STOCK, 1 lb. \$3.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

## SPECIAL STOCK TEXAS GIANT—ORDER No. 10



(See page 20 for full page picture)

This Special Stock Texas Giant is a part of the same planting seed that we plant in our seed fields and comes from the largest melons grown, running 100 per cent in our seed fields. It is the cream of the Texas crop. You will make no mistake in purchasing this seed. It comes in sealed bags at \$2.50 per lb. All plus postage. REMEMBER NO 25c PACKAGES ON THIS SEED.







## BLUE RIBBON WINNER (SPECIAL STOCK) CERTIFIED BLACK DIAMOND ORDER No. 17

Again calling your attention to our Blue Ribbon Winner Certified Black Diamond watermelon seed, which is the very best Certified Black Diamond that is possible to obtain anywhere, coming from fields grown especially for our stock seed, and is a part of the same seed we plant in

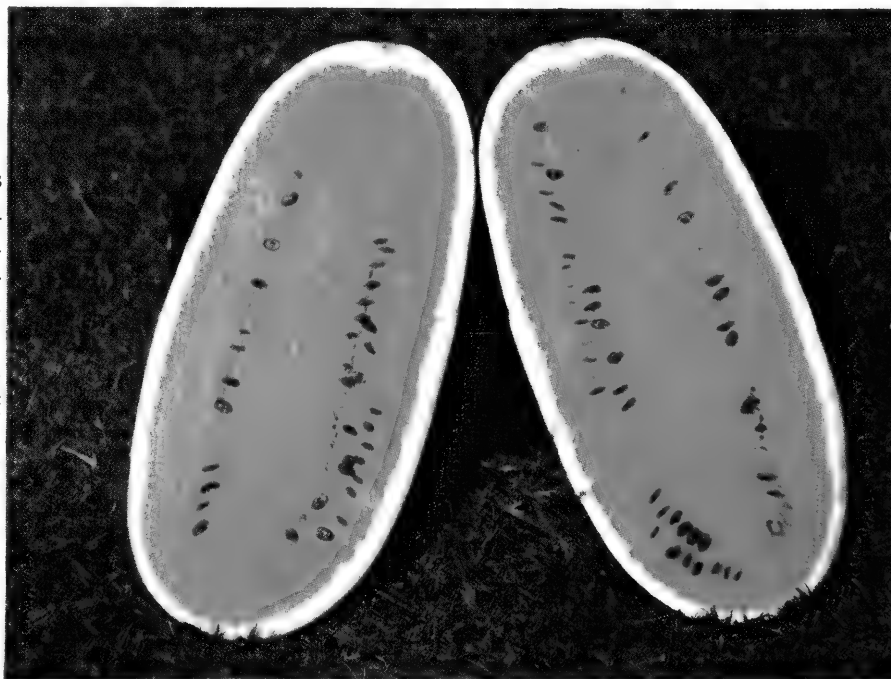
our seed fields. These fields are well isolated and have at least eight or ten inspections by ourselves, as well as those by the State Department of Agriculture. It will come to you in one, five or ten pound sealed bags bearing Certified tags, with Blue Ribbon Winner stamped on the bags.

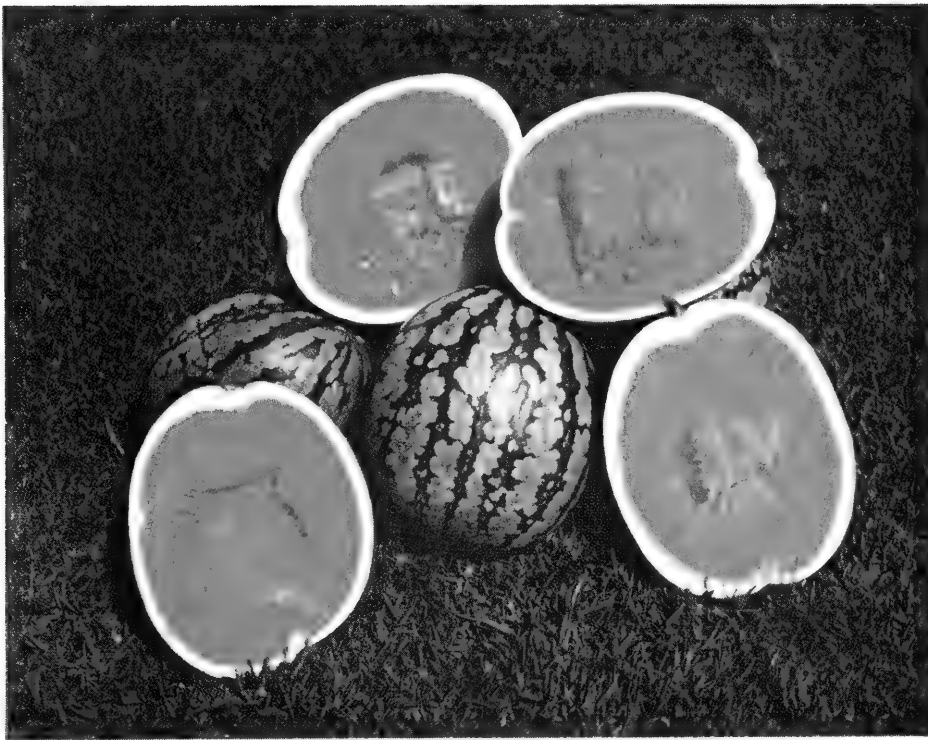
**\$2.50 per pound plus postage**

We do not sell less than one pound to a customer. Remember, no small packages on this number.

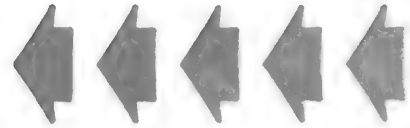
## WILLHITE'S NEW ROTAN MELON—ORDER No. 76

This is the second time to list this beautiful orange flesh melon. In it you will find all the satisfying flavor you would expect if you wish a sweet, tender melon. We believe it is one of the most delicious that we have ever grown. They mature from 80 to 90 days; average weight about 35 pounds; color of seed running from light with dark markings to almost black. The contrast of the deep orange flesh against the dark green, glossy rind gives them a lovely appearance. 1 lb. \$4.00; ¾ lb. \$3.15; ½ lb. \$2.15; ¼ lb. \$1.15. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



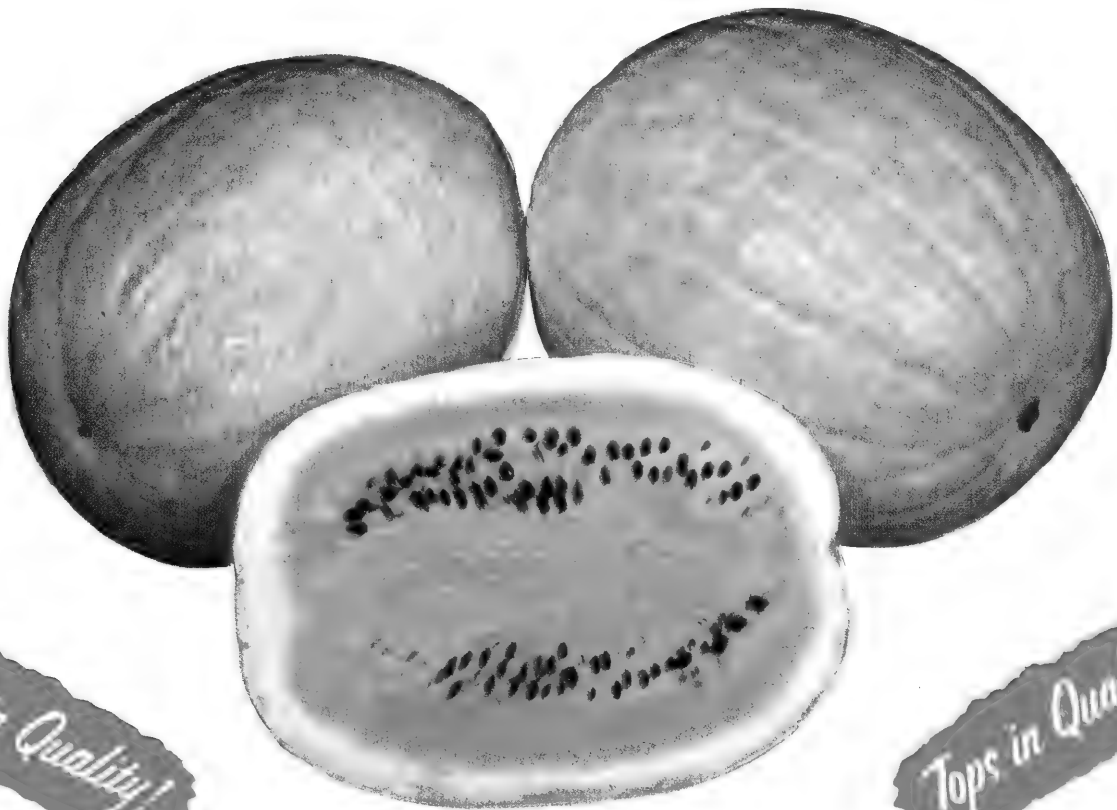


**TEXAS BEAUTY  
ORDER No. 81  
(Orange Flesh)**



"If you like watermelon" you'll like the TEXAS BEAUTY! No one could resist the golden bites of goodness that this melon has. We are at a loss to express its flavor so you will just have to try some of these to find out. See page 37 for other photograph, description and prices.

**TELEPHONE WEATHERFORD, TEXAS, LYric 4-6465 FOR WEATHERFORD OFFICE OR  
POOLVILLE, TEXAS (By Way of Weatherford) LYric 4-7519 FOR POOLVILLE OFFICE**



*Tops in Quality!*

*Tops in Quality!*

**DESERT KING—ORDER No. 1**

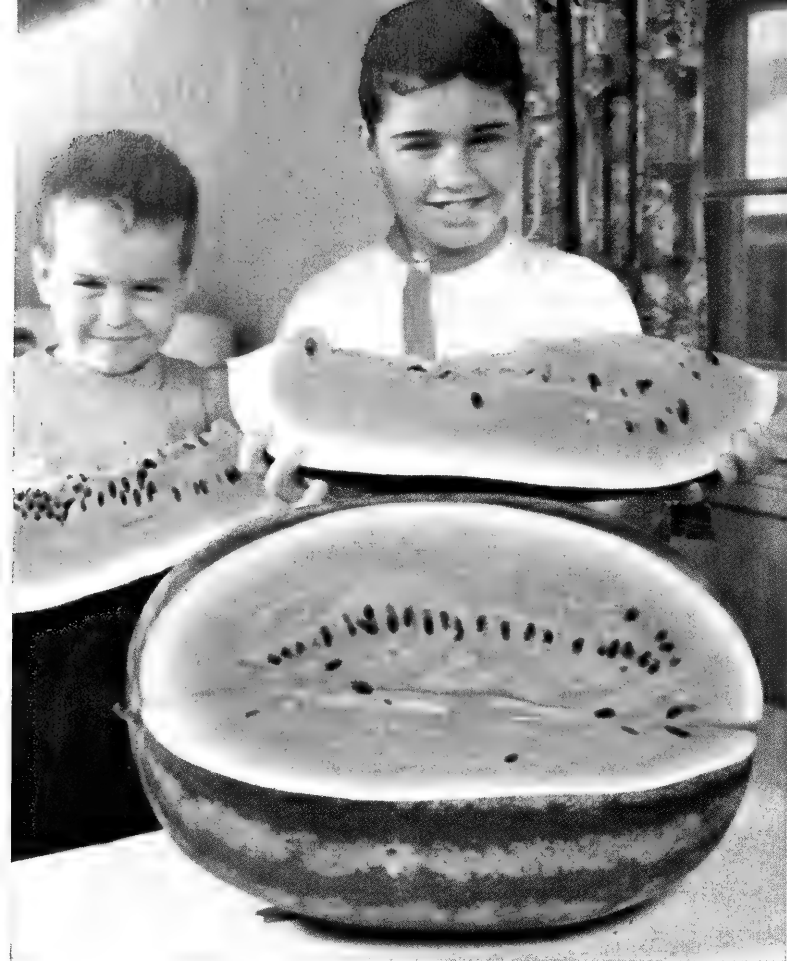
*(See description and prices page 37)*

**SEEN NATIONWIDE ON  
TELEVISION!**



**"COBB GEM"—ORDER No. 59**

This is the same variety of melon that was featured on Art Linkletter's "People Are Funny" television program and received wide publicity because of its huge size. See description and prices below. Other photograph on page 7.



**"COBB GEM"—ORDER No. 59**

If it's large attractive melons you wish to grow, don't fail to try a few of the "Cobb Gem" we grew them on trial that weighed one hundred thirty pounds. They are beautiful things, heavy producers, maturing in about one hundred days, seed grayish black, average size, flesh red, cutting qualities fair, and are grown principally for show

melons and to win prizes. We do not know the history of this melon but have grown and listed it because of repeated requests for the seed. 2 lbs. \$7.00; 1 lb. \$4.00;  $\frac{3}{4}$  lb. \$3.15;  $\frac{1}{2}$  lb. \$2.15;  $\frac{1}{4}$  lb. \$1.15. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

**"EXPERIENCE IS ESSENTIAL TO THE PRODUCTION AND PREPARATION  
FOR MARKET OF GOOD SEED. LOOK TO WILLHITE'S FOR PERFECTION"**

**"THE PEACOCK"  
ORDER No. 67**

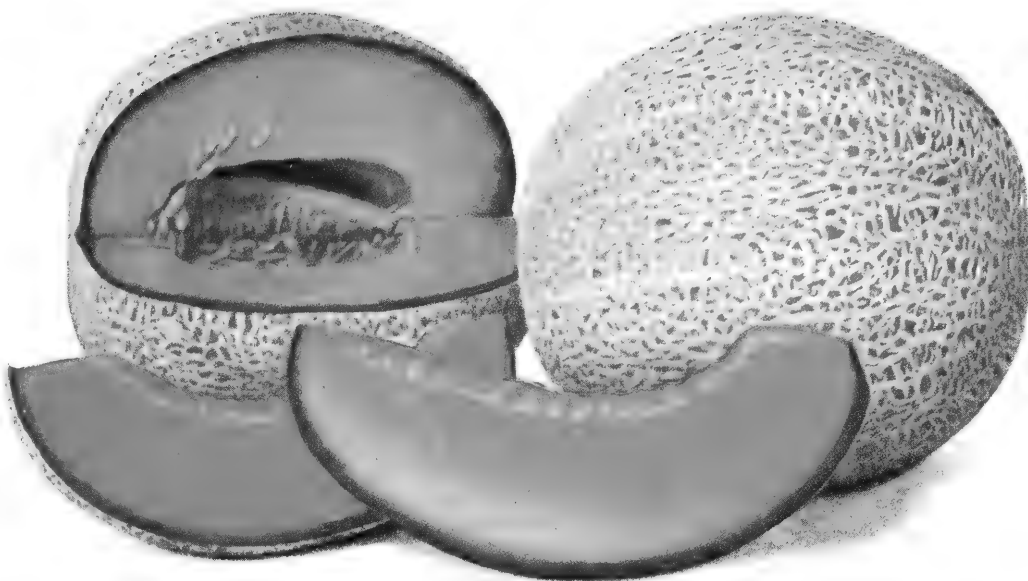
This is a small melon, ideal for small families and for cooling in standard refrigerators. Its weight is from 15 to 20 pounds; loads up heavily with uniform melons; blood-red flesh; very thin rind that is tough and will haul as good or better than any melon despite its thinness. The seeds are small and brown which makes an attractive appearance in the blood-red flesh. Certified Peacock, 1 lb. \$3.00; Non-Certified, 1 lb. \$2.50;  $\frac{3}{4}$  lb. \$2.05;  $\frac{1}{2}$  lb. \$1.40;  $\frac{1}{4}$  lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.





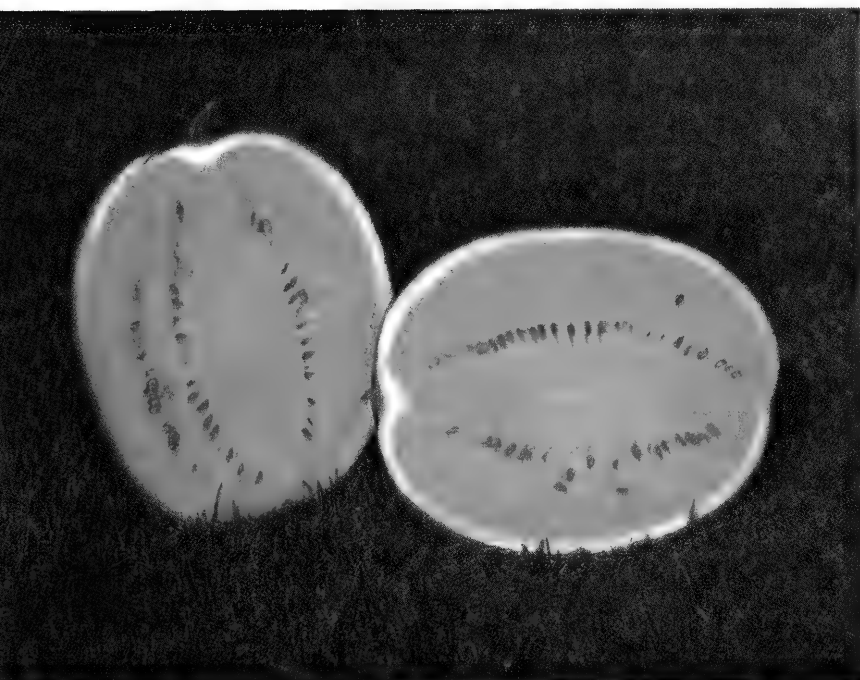
**PERFECTED  
PERFECTO  
CANTALOUPE  
ORDER No. 33**

The Perfecto ripens evenly and for a long period; melons run fairly large, up to twelve pack Jumbo flat, very uniform in size; coarse, solid heavy net, being perfect in appearance. The flesh is a very dark salmon color, fine grained and of excellent flavor; the seed cavity averages much smaller than any other Rocky Ford varieties, the rich colored flesh extending to the rind. The vines make an extra strong vigorous growth, and are highly disease resistant. Due to this fact, hills should be spaced further apart than other cantaloupe varieties. For late maturing melon, we urge you to plant the Perfected Perfecto, and we are positive that a trial



will be convincing. Our stock comes direct from Rocky Ford, Colorado. 1 lb. \$1.90;  $\frac{3}{4}$  lb. \$1.60;  $\frac{1}{2}$  lb. \$1.10;  $\frac{1}{4}$  lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

*Insist on Willhite's Seed  
Wholesale and Retail*



**SUGAR BABY—ORDER No. 75**  
(Early maturing variety)

**A NEW ICE BOX MELON!**

A small icebox type watermelon called "Sugar Baby" selected from a Japanese melon, with tough hard rind that makes it a good shipper. Small brown seed about the size of apple seed that go a long way when planting; red flesh that is tender and sweet; weighs from 6 to 10 pounds. It is perfectly round, distinctly striped when immature but dark green with yellow bellies when ripe. They load up heavily with exceptionally good quality uniform melons; very little pruning necessary. Certified, 1 lb. \$3.00; Non-Certified, 1 lb. \$2.50;  $\frac{3}{4}$  lb. \$2.05;  $\frac{1}{2}$  lb. \$1.50;  $\frac{1}{4}$  lb. 75c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

*Delicious!!*

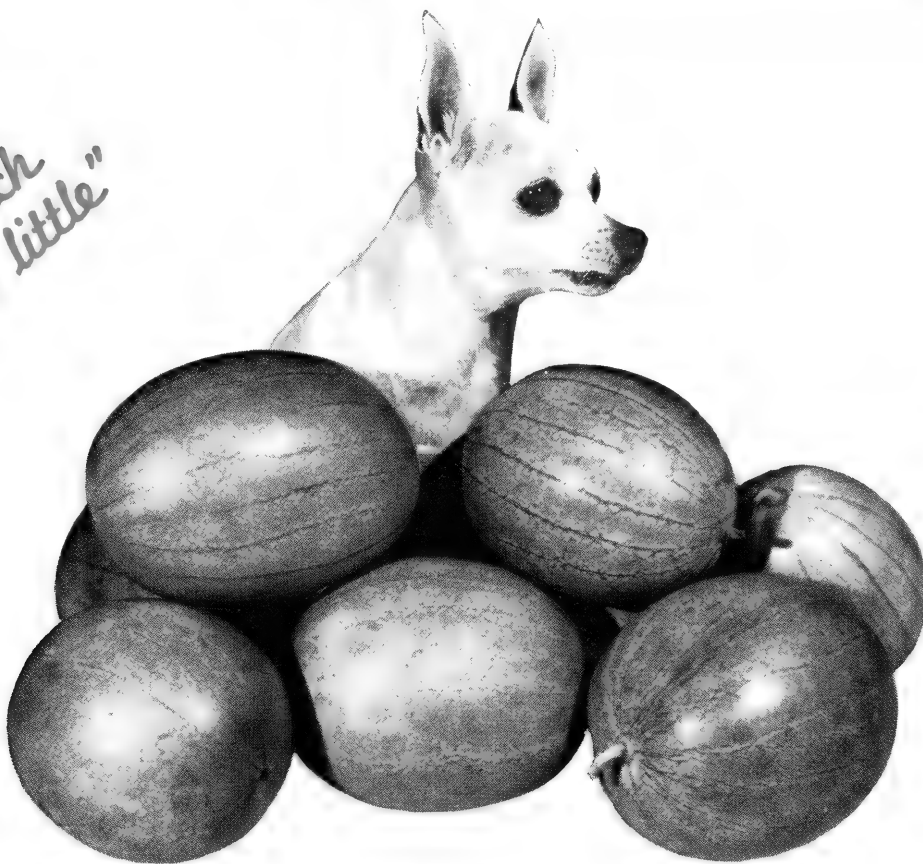
**ORANGE FLESH TENDER-SWEET—ORDER No. 62**

(See full description and prices page 35)



This is without a doubt the most delicious orange flesh watermelon ever grown. Exactly as pictured here, from outside appearance you could not tell it from Tendersweet No. 4, but inside you will find a luscious deep orange flesh.

*"So Much  
for so little"*



**NEW HAMPSHIRE MIDGET—ORDER No. 57**

(All American Gold Medal Winner)

Truly a "MIDGET" watermelon, introduced by Dr. A. F. Yeager, University of N. H. This melon has grayish green rind similar to Hawksbury. Matures in about 60 days making it adapted to northern states. Heavy producer and no larger than a good size cantaloupe, 3½ lbs. was the largest we had in our field; with juicy red flesh that ripens out to the rind and small black seeds; can be stored in your refrigerator like you would veg-

etables; it is an extremely heavy producer. I counted nine on one runner about five feet long. They sell on the market here by the bushel. You can judge the small size of the melons by the little Chihuahua dog in background of the picture. 2 lbs. for \$4.25; 1 lb. \$2.50; ¾ lb. \$2.05; ½ lb. \$1.40; ¼ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



**BLACKSTONE—ORDER No. 80 (USDA W4-53)**

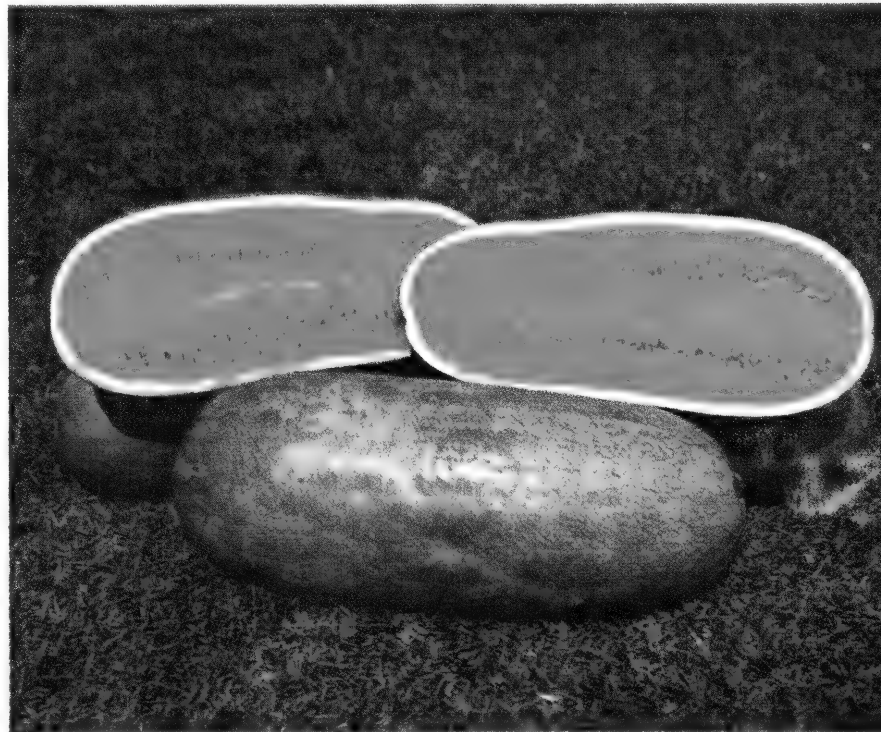
## **NEW RELEASE!**

Much effort has gone into the development of this new melon and we are pleased to offer it to you for the first time. Being a Black Diamond type it possesses its best characteristics combined with Anthracnose resistance from the Fairfax. You will find wonderful flavor plus excellent shipping qualities in this melon. See page 3 for other photograph, description and prices.

*"Good Pure Seed from Grower to Grower"*

## **TEXAS GOLDEN ORDER No. 2 (Orange Flesh)**

If yellow flesh melons are a favorite with you, we are sure you will like this melon. In it you will find a combination of sweetness, tenderness and full flavor that will satisfy the most exacting appetite. See page 38 for other picture, description and prices.





**YELLOW BELLY  
BLACK DIAMOND  
ORDER No. 66**

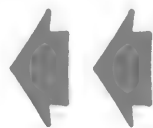
*(See more detailed description  
and prices on page 4)*

This is one of the most beautiful melons I have ever seen grown. The rind is such a dark green that it appears almost black. Last season was our fourth year to grow and sell this variety and they are growing in popularity each year. It is a leading melon with truckers who make numerous inquiries of us as to whom we sold the seed so that they may know where to go to purchase their melons.



**IMPORTANT!**

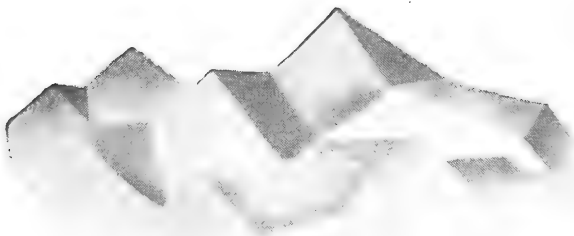
When buying our Certified seed from local dealers be sure that the bags are still intact with seals and strings unbroken as they were when they left our plant. Certified seed should always be sold in the exact amount that the certified tag shows it to be; the amount not to be changed after it leaves our hands. The same applies to non-certified seed, as they are also sent out in sealed bags and should be delivered to you with seals unbroken.



**MOUNTAIN HOOSIER  
ORDER No. 11**

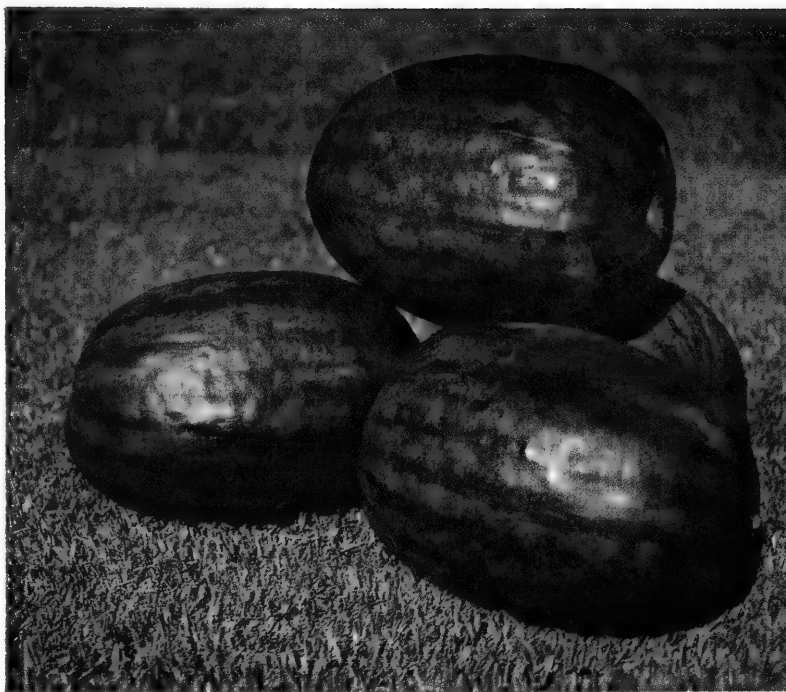
*(See description and prices page 14)*

Although this is one of the oldest melons that we know of it has by no means been outdated in quality by newer melons. The wonderful qualities of this melon will always be in demand. If you have never tried this variety be sure to include some in your next order.



## **MOUNTAIN SWEET—ORDER No. 60**

The Mountain Sweet—Order No. 60, is an old timer as far as watermelons are concerned and does not need much introduction. It is of the round type slightly oblong. The outside coloring moderately green with darker stripe intermingled with mottled shades of green; medium tough rind 1 to 1½ inches thick at stem end and much thinner at the blossom end. Flesh deep red crisp and of high



quality both for texture and taste; melons will grow to large size, often 100 lbs. if properly pruned, seed large and brownish black that make an excellent appearance with deep red flesh; 90 days to maturity. **SUPPLY SHORT.** 1 lb. \$4.50; ¾ lb. \$3.50; ½ lb. \$2.40; ¼ lb. \$1.30. All plus postage. **LIBERAL PACKAGE, ANY VARIETY, 25c**

## **SMALL SUGAR PUMPKIN ORDER No. 43**

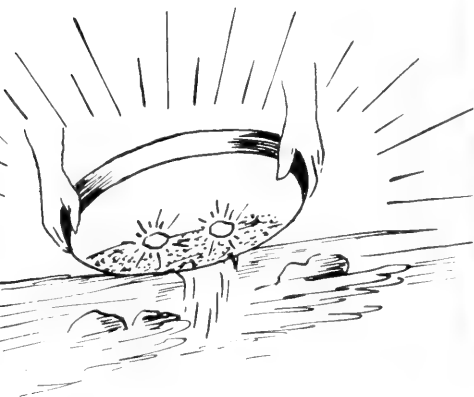
The best variety for general use. Of small handy size, but tonnage equals others. Fruits round, flattened at ends, 6-8 pounds, skins hard, smooth, somewhat ribbed, deep orange; flesh thick, sweet and dry, of bright orange color and high quality. Sometimes called New England Pie. 1 lb. \$1.50; ¾ lb. \$1.30; ½ lb. 95c; ¼ lb. 55c. All plus postage. **LIBERAL PACKAGE, ANY VARIETY, 25c.**



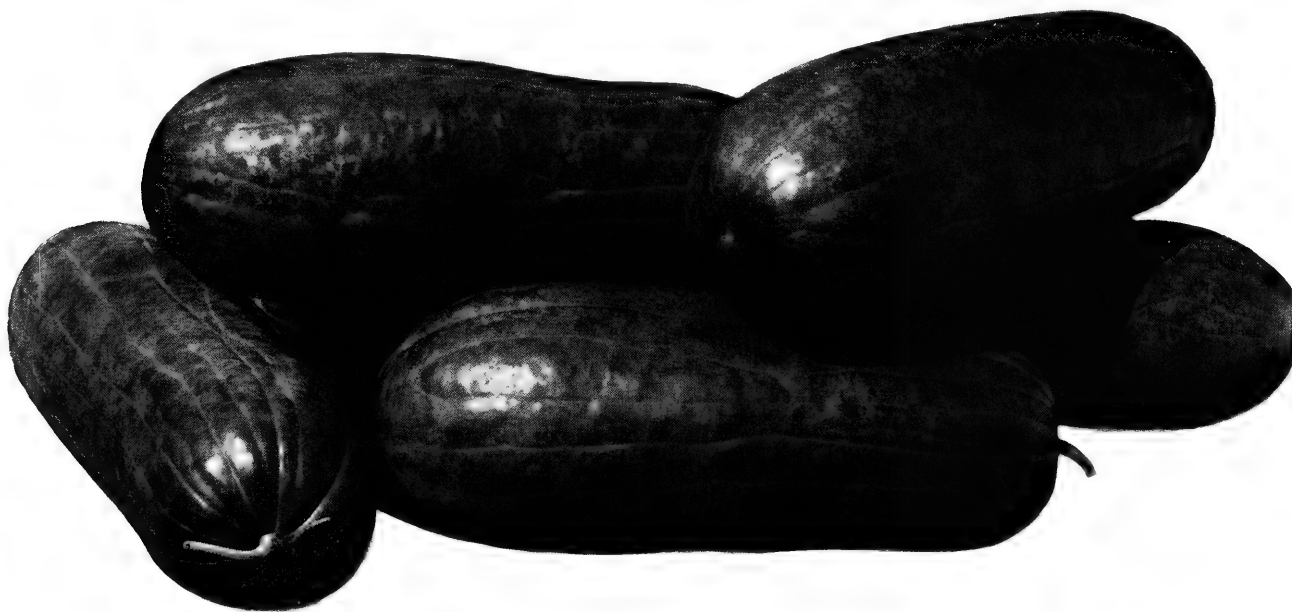
*The*  
**BEST  
VARIETY**

# "HIKE GOLD"

With Willhite's New  
**YELLOW FLESH  
BLACK DIAMOND**  
**ORDER No. 51**



The above photograph of New Yellow Flesh Black Diamond was taken in one of our seed fields; please note the rank prolific vines shown in background. This is truly one of the most delicious yellow flesh melons that we have ever seen. The tough rind makes it a good shipper. See page 38 for description and prices.



## **IRONSIDES—ORDER No. 56**

**A New Fusarium Wilt-Resistant Variety**

A Wilt-Resistant early maturing variety; 35 pound average. Requires very little pruning due to the fact it does not set fruit heavy as most wilt-resistant varieties do. Rind thin and tough which makes it ship and haul well. It has an attractive appearance both externally and internally, is free from goose necks and blossom end rot and possesses much resistance to sunburn. About the only weakness of Ironsides is its tendency to hollow-heart. This can be avoided to a large degree by picking the melons as soon as they are ripe. Over ripe melons develop hollow-hearts very rapidly. It is a long dark melon, rind

shows a longitudinal ribbing, the dark green skin of Ironsides may show a few lighter colored flecks under certain growing conditions. Ends taper somewhat without being pointed. Deep red flesh is clearly demarked from the rind, is of a very fine smooth crisp texture and free of stringiness. The flavor is excellent, no tendency to white hearts. Sugar content high. Color of seed solid black and small. 1 lb. \$3.00; ¾ lb. \$2.40; ½ lb. \$1.65; ¼ lb. 90c. 3 lbs. or more \$2.50 per lb. All plus postage. **LIBERAL PACKAGE, ANY VARIETY, 25c.**

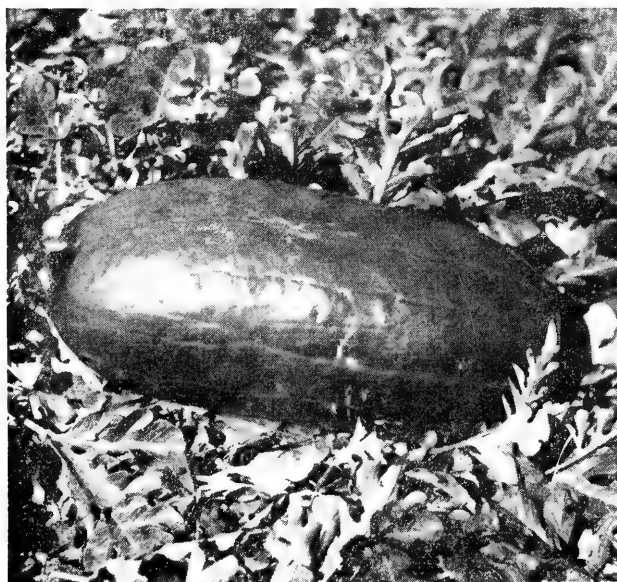




### **SPOTTED WATSON OR CLETEx—ORDER No. 26**

This is not a new melon. It is not known where or by whom it was originated. It has been called the Smith melon in parts of eastern Oklahoma, and around Atlanta, Texas, it is known as the Spotted Watson, and at Cleburne, Texas, it is called the Cletex, and in some localities the Icy-Rind melon. However, we think the name Spotted Watson describes it better than any other name. It is an extremely popular melon wherever grown. It grows up to eighty pounds, its rind is tough and thick enough to make it one of the best shippers.

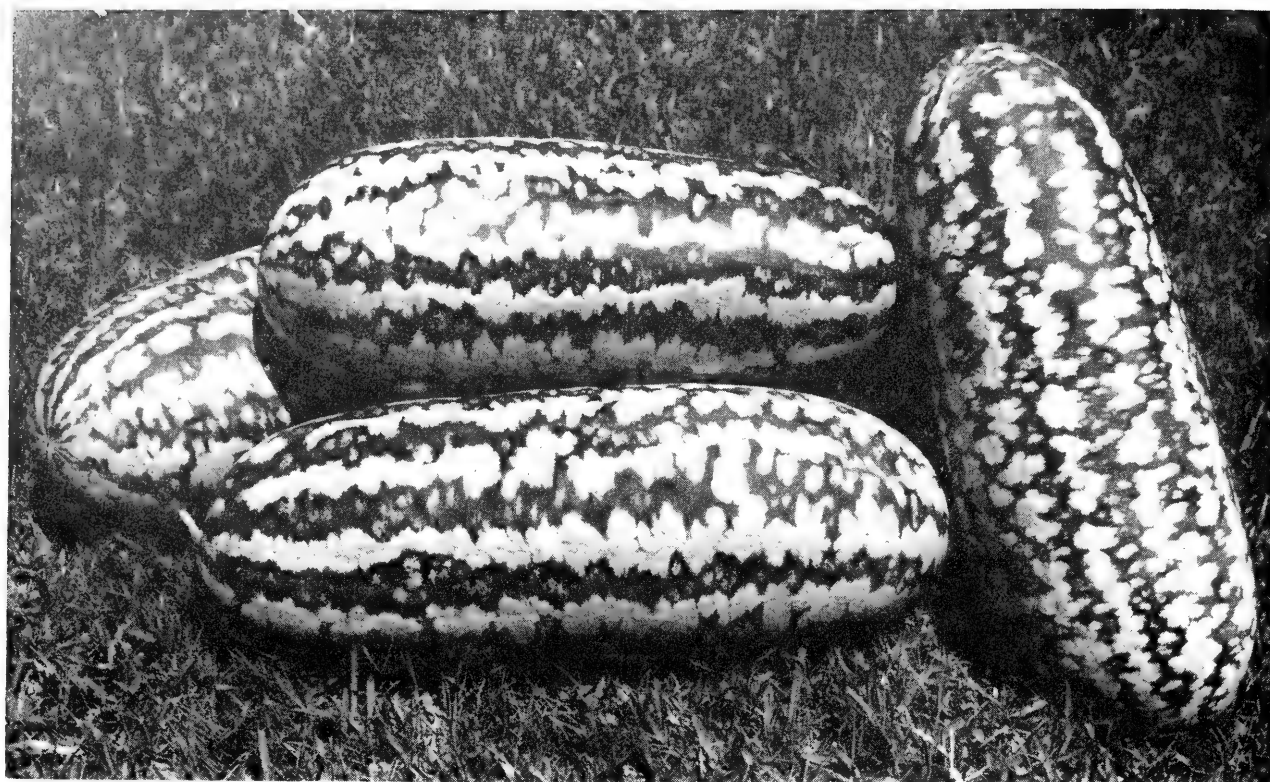
Its flesh is a blood red and very firm. Its seeds are a light brown color. Its color is dark green with very irregular grey spots or a sort of marbled effect mixed with the dark green color; this gives it a most odd and beautiful appearance. If you want a melon that will haul or ship well and at the same time give your customers entire satisfaction, we strongly recommend that you plant a part of your crop to this melon. 1 lb. \$2.50; ¾ lb. \$2.05; ½ lb. \$1.40; ¼ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



### **WILT PROOF KLECKLEY No. 6**

← **ORDER No.19**

The quality and general appearance of this melon is the same as the Improved Kleckley, sold by us for several years past, which you all know and liked so well, therefore we feel there is very little to say regarding its qualities as it is one of the oldest melons known and needs no introduction. Red flesh, seed white, matures in about eighty days, grows to large size and is high in sugar content. 1 lb. \$2.00; ¾ lb. \$1.65; ½ lb. \$1.15; ¼ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



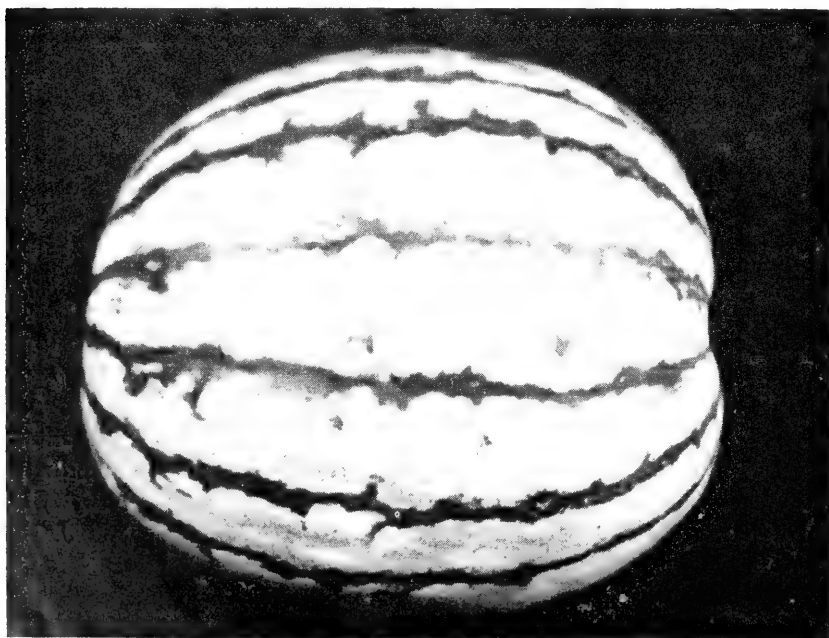
### **FAIRFAX (USDA 48-12)—ORDER No. 61**

(Anthracnose and Fusarium Wilt Resistant)

Fairfax is a variety of watermelon, which offers combined resistance to anthracnose and fusarium wilt, produced at Southeastern Vegetable Breeding Laboratory of the U. S. Department of Agriculture at Charleston, S. C. Fairfax is a long striped melon exactly as pictured above, capable of developing to 50 pounds. One carload in 1951 averaged 42 pounds, but the melons generally fall in the 30-35 pound class. It is a heavy producer

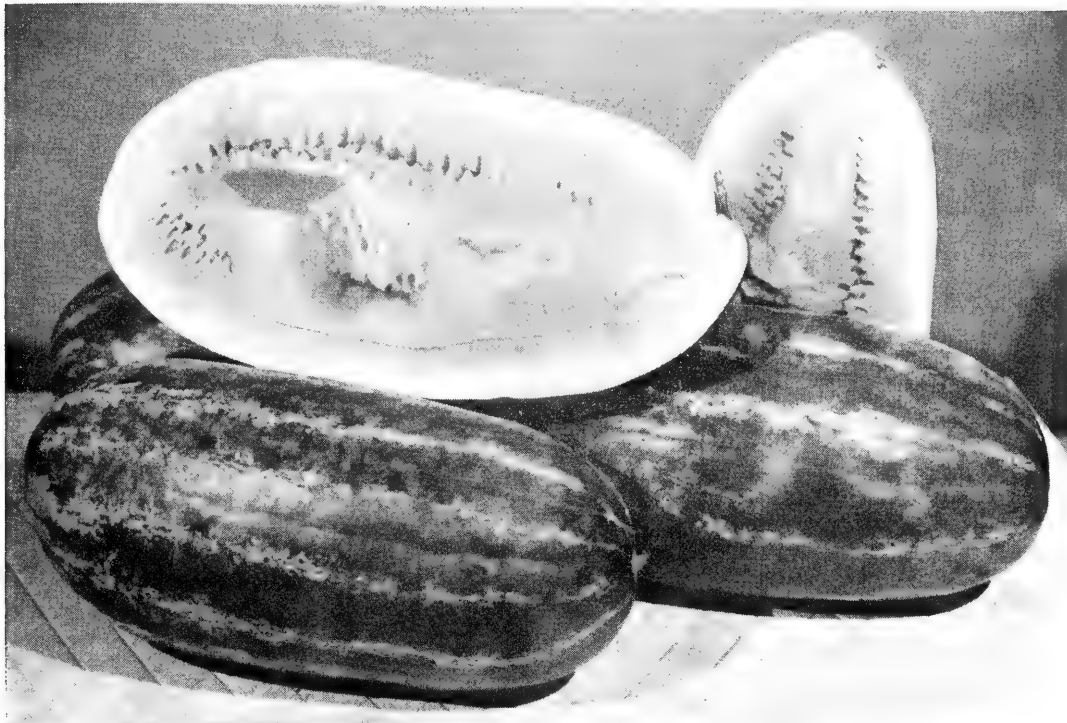
with hard rind and is considered a good shipper, matures in 85 or 90 days depending on the weather and size of the melons; flesh red; seed white with slight black markings on rim. Our stock seed came direct from the breeding plant. Certified Fairfax, 1 lb. \$3.00; Non-Certified, 1 lb. \$2.50;  $\frac{3}{4}$  lb. \$2.05;  $\frac{1}{2}$  lb. \$1.40;  $\frac{1}{4}$  lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

### **MISSOURI QUEEN (Wilt Resistant)—ORDER No. 52**



We have been listing this melon for several years and recommend it as a good wilt resister. It has an exceedingly high degree of resistance to wilt and since it was developed out of the Dixie Queen it has almost the same production characteristics; medium early, maturing in about 80 days. The rind is thin and tough, light green with darker green stripes; flesh bright red, tender, crisp and well flavored. 1 lb. \$3.00;  $\frac{3}{4}$  lb. \$2.40;  $\frac{1}{2}$  lb. \$1.65;  $\frac{1}{4}$  lb. 90c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

## *Yellow Flesh Varieties Begin Here*



### **ORANGE FLESH TENDERSWEET—ORDER No. 62**

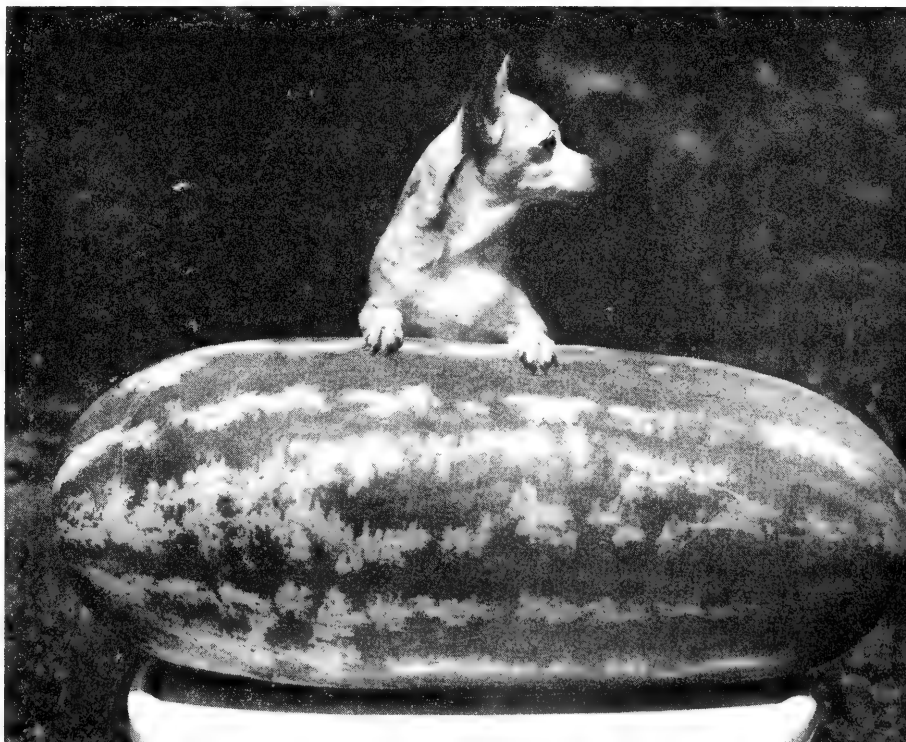
*(See color photograph page 28)*

This is without a doubt the most delicious Orange Flesh watermelon ever grown and we feel that words cannot express the attractiveness and goodness of this melon. The outside markings are exactly as Order No. 4 but inside you will find a luscious deep Orange Flesh with seed running from solid white to white with black rim and tips and some few slightly darker and mottled sides. They have out-produced the Order No. 4 in our seed fields by at least one-fourth more melons and grown to an average of ten pounds per melon more, many weighing sixty to seventy pounds.

The deep Orange Flesh is very tender and sweet, always cutting perfect. There will be a small percent run slightly lighter in color, however, they will not be as light as the old type and we believe this slight percent can be eliminated. We feel we cannot say enough for this wonderful melon and strongly urge you to try at least a few of these seed as we know you will be satisfied with the quality. 1 lb. \$3.00;  $\frac{3}{4}$  lb. \$2.40;  $\frac{1}{2}$  lb. \$1.65;  $\frac{1}{4}$  lb. 90c. 10 lbs. and over, \$2.50 per lb. See SPECIAL STOCK price below. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

### **SPECIAL STOCK ORANGE FLESH TENDERSWEET ORDER No. 62**

As in our other Special Stock varieties these melons were choice selections, running from 50 pounds and up; cutting qualities perfect. We are glad that we are able to offer you these, which will be from our own planting stock, at \$4.00 per lb. in sealed bags. NO 25c packages of these seed.

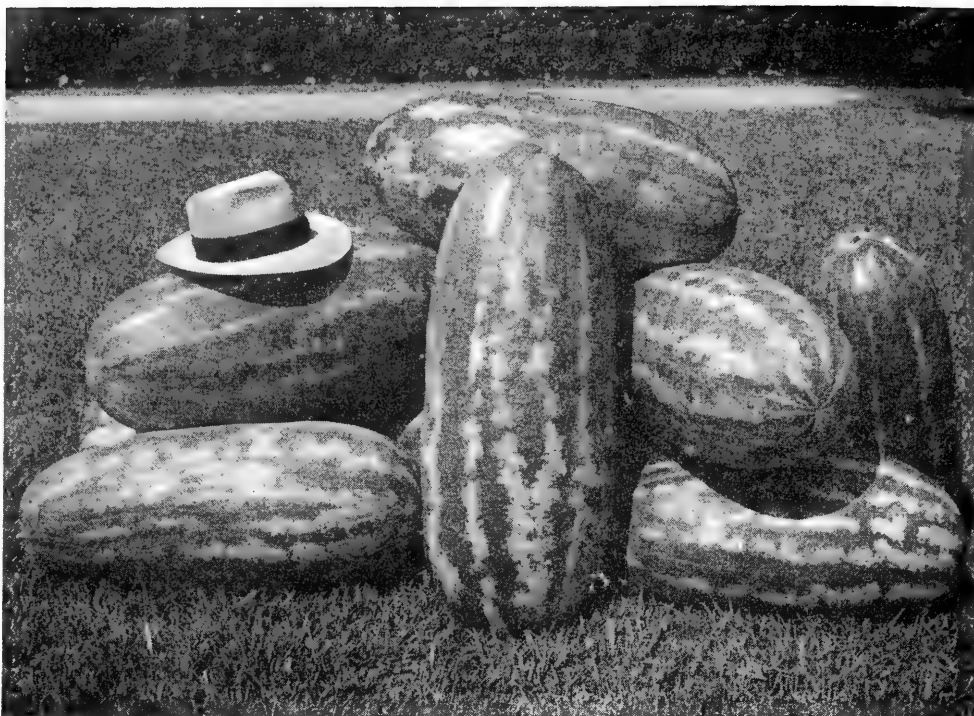




## THE TENDERSWEET ORDER No. 4 (Yellow Flesh)

70 POUND AVERAGE

Without a doubt this is one of the best and sweetest melons grown. Some people do not like yellow flesh melons, but in our opinion they are much better than any red flesh variety. The Tendersweet grows to a very large size, often weighing fifty and sixty pounds, you will note the huge size of the melons in this photograph as compared to the man's hat, this is a seventy pound average, they will grow to ninety pounds under favorable conditions and proper cultivation. The rind is a dark green with a very plain mottled stripe of a lighter shade from end to end, it is thick and stands hauling well; flesh is yellow and very tender. Seed are solid white to white with black rim and



tips, some few slightly darker with mottled sides. It's an early melon, maturing about one week ahead of the Black Diamond type. 1 lb. \$3.00; ¾ lb. \$2.40; ½ lb. \$1.65; ¼ lb. 90c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



## QUEEN OF PARKER—ORDER No. 5 (Yellow Flesh)

Its shape is a little longer than thick and its flesh is a deep rich golden yellow and very tender and sweet. The seeds are black and it has a dark green rind with mottled green stripe. The Queen of Parker is the largest of all the yellow fleshed melons. It has the largest heart of all the melon family. Many make the mistake of taking it from the vine before the heart is fully ripe. Leave it on the vine until the heart is as yellow as the meat around the seed, then you really have one that is good to eat. On account of its having an extra

large heart, it takes the heart longer to ripen. They grow fully as large as the Florida Giant or Jumbo Triumph. There were hundreds in our seed fields this year that weighed from seventy-five to one hundred pounds. It is a wonderful drought resister and produces a crop almost without rain. It seems it is immune to wilt and other melon diseases. 1 lb. \$3.00; ¾ lb. \$2.40; ½ lb. \$1.65; ¼ lb. 90c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

This is our first year to list this melon and we believe that it is one of the most delicious of all orange flesh varieties. Although it does not grow quite as large as the Tendersweet melons it does equal them in eating qualities, being very sweet, tender and flavorful. It is almost round in shape; rind light green with darker stripes; flesh deep orange with light colored seed. The vines are very thrifty and load up well with melons averaging about 30 pounds, some weighing up to 50 pounds. We recommend this melon as being ideal for local markets. 1 lb. \$4.00;  $\frac{3}{4}$  lb. \$3.15;  $\frac{1}{2}$  lb. \$2.15;  $\frac{1}{4}$  lb. \$1.15. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



**TEXAS BEAUTY—ORDER No. 81  
(ORANGE FLESH)**

### **THE DESERT KING—ORDER No. 1 (Yellow Flesh)**

**THEY POSITIVELY WILL NOT SUNBURN**

We have named this melon the Desert King because of its remarkable ability to grow to perfection regardless of deficient rainfall. It seems to make little difference whether it rains or not. Once the plants are out of the ground it goes right on growing. It is round to slightly oblong. Its rind is a light pea green color. The flesh is deep rich yellow with grayish black seeds. It is very sweet and tender inside. Its rind is medium thin and

tough enough to stand hauling well. It is a medium late variety, coming along with the Florida Giant about eighty-five days after planting. It has the ability to lie on the vine a month or so after ripening and still hold its good qualities and remain free from sunburn. **SUPPLY SHORT.** 1 lb. \$4.00;  $\frac{3}{4}$  lb. \$3.15;  $\frac{1}{2}$  lb. \$2.15;  $\frac{1}{4}$  lb. \$1.15. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



**DESERT KING—ORDER No. 1**

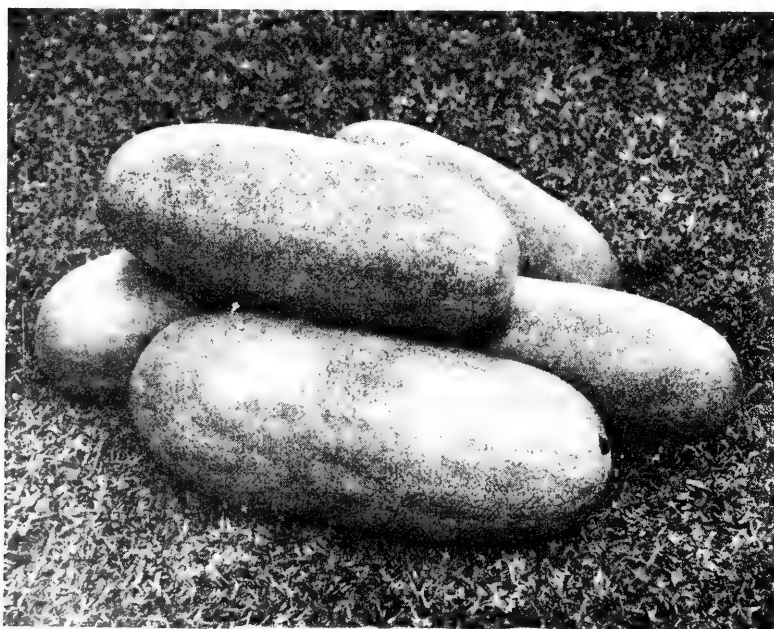


## **STRIKE GOLD WITH WILLHITE'S NEW YELLOW FLESH BLACK DIAMOND ORDER No. 51**

*(See color photo page 32)*

This new melon is fast becoming a leader. Exactly like red-flesh Black Diamond in shape and size until you cut one and find the tenderest, most delicious yellow flesh you've ever eaten. Mid-season melon reaching 60 to 70 pounds under favorable conditions. The seeds are greyish black

and rather small; glossy dark green rind thin and tough for fine shipper. 1 lb. \$3.00;  $\frac{3}{4}$  lb. \$2.40;  $\frac{1}{2}$  lb. \$1.65;  $\frac{1}{4}$  lb. 90c. 3 lbs. and over, \$2.50 per lb. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



*(See color photo on page 29)*

## **THE TEXAS GOLDEN— ORDER No. 2 (Yellow Flesh)**

The Texas Golden is a long grey green rinded, yellow fleshed melon of the very finest cutting qualities. Its flesh is a rich golden yellow and as sweet as the best of them. It is an eighty day melon and is a remarkable free bearer. It grows up to ninety pounds under favorable conditions. Its seeds are white with black tips and small. It has a fine, delicate flavor that is all its very own. No other like it. 1 lb. \$3.00;  $\frac{3}{4}$  lb. \$2.40;  $\frac{1}{2}$  lb. \$1.65;  $\frac{1}{4}$  lb. 90c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

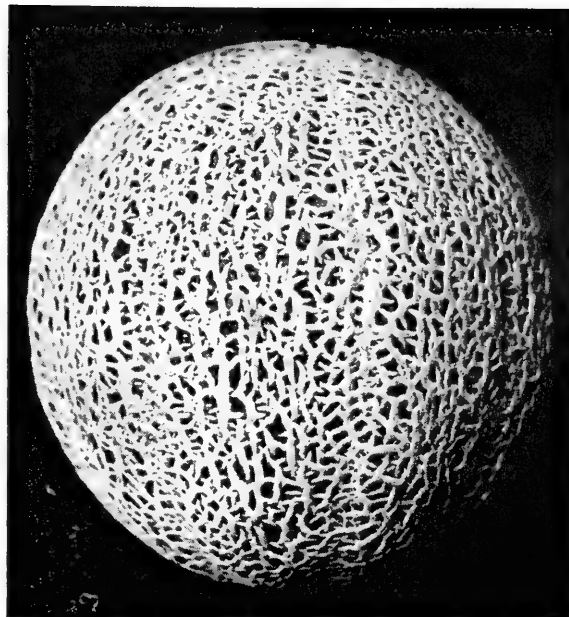


## TEXAS RESISTANT No. 1 CANTALOUPE—ORDER No. 46

(Aphid and Downy Mildew Resistant)

This Aphid and Downy Mildew Resistant Cantaloupe is fast becoming one of the most popular cantaloupes on the market. The vine is stout and vigorous, not unusually large but having dense foliage that covers the fruit well and protects them from sunburn. Leaves are thick and of a characteristic shape and color unlike those of the common Hale's Best strains. The persistence and longevity of the vines are unusual and the plants will remain green, even in the absence of disease and insects, long after the vines of the Hale's Best strains have died. Drought and unfavorable soil conditions affect the vines very little and they still have the appearance of full vigor after the removal of the first fruits, setting new fruit in a very short time. The fruit is a desirable size, about  $4\frac{1}{2}$  to  $5\frac{1}{2}$  inches in diameter, running larger when planted in the spring than from fall plantings. Netting is moderate, the rind firm and will usually withstand shipping when harvested in full slip but not fully ripe. Flesh is a rich salmon color with a fine firm texture. The flavor is sweet and slightly musky. The seed cavity is rather small, seeds compact and few in number. Matures in about 85 days on early plantings and 60 days on late plantings.

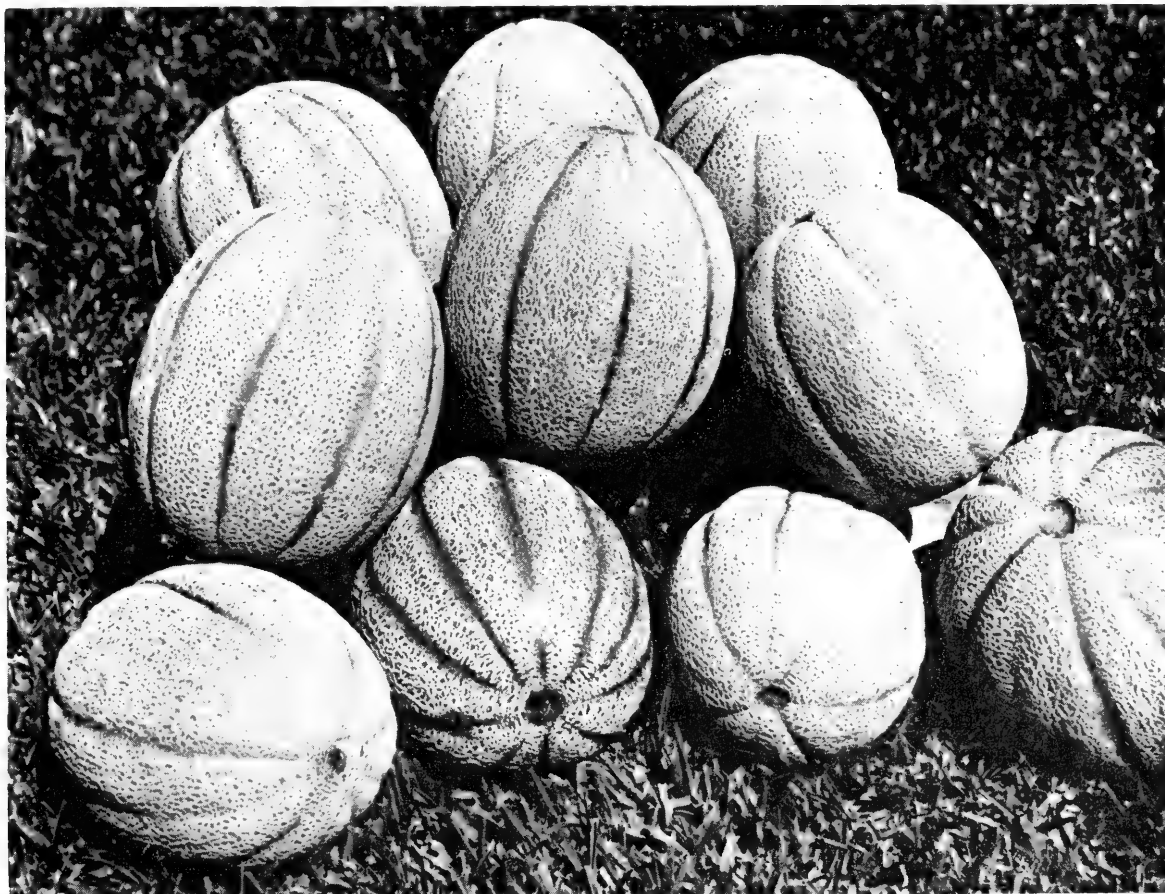
The variety is very prolific, almost always producing a good crop, sometimes at the rate of 500 bushels of ungraded cantaloupes per acre from either spring or fall seasonal plantings. 1 lb. \$1.75;  $\frac{3}{4}$  lb. \$1.45;  $\frac{1}{2}$  lb. \$1.05;  $\frac{1}{4}$  lb. 60c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



TEXAS RESISTANT No. 1—ORDER No. 46

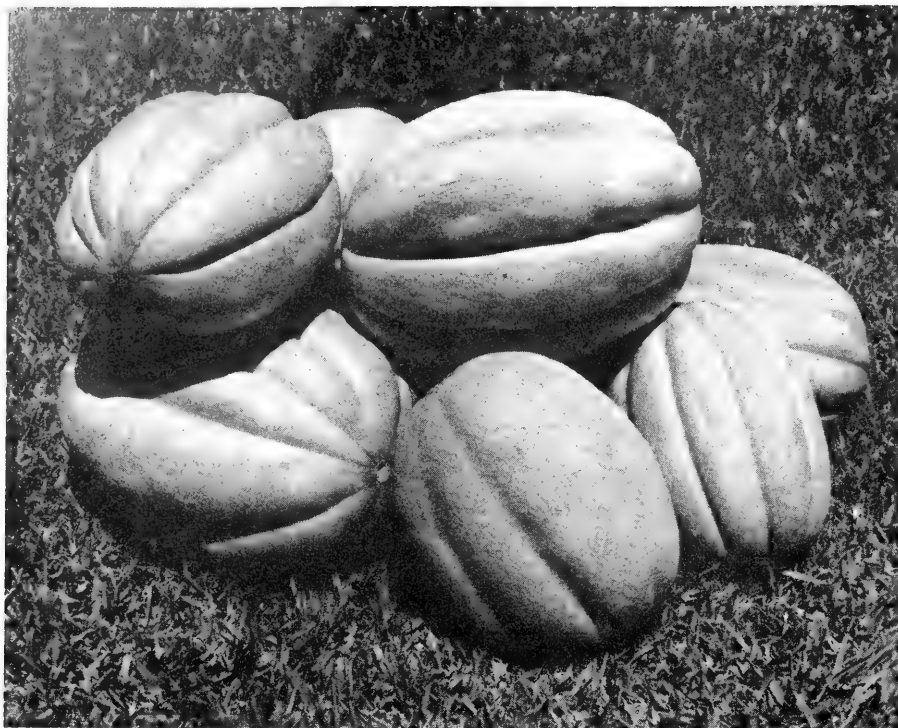
## JUMBO HALE'S BEST CANTALOUPE—ORDER No. 74

(See page 22 for color photograph)



The Jumbo Hale's Best Cantaloupe is a large variety, well adapted for roadside markets and bulk hauling. Because of the large size it is not recommended for crating purposes. It is well netted and shows a distinct stripe. The vines are prolific and able to mature the large melons they

produce. The flesh is thick deep salmon color, flavor sweet and of excellent eating qualities, because of its firm flesh, it holds up and keeps longer than the average Hale's Best strain. 1 lb. \$1.90;  $\frac{3}{4}$  lb. \$1.60;  $\frac{1}{2}$  lb. \$1.10;  $\frac{1}{4}$  lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



**OLD TIME TENNESSEE MUSKMELON**  
**ORDER No. 30**

This variety creates a sensation wherever it is seen as it is one of the largest, if not the largest muskmelon grown. We have grown them upwards of forty pounds each. If left on the vine until fully ripe they are truly "delicious" and so smelly they can easily be found in the dark. With their deep, individual creases they are very beautiful. You will surely want some of these for your roadside stand. 1 lb. \$3.00;  $\frac{3}{4}$  lb. \$2.40;  $\frac{1}{2}$  lb. \$1.65;  $\frac{1}{4}$  lb. 90c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

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According to historical records Muskmelons and Cantaloupe have been used by man for as many as ten thousand years. The name originated from a town in Italy called Cantaloupo.

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**EDISTO CANTALOUPE**  
**ORDER No. 78**

This is a new cantaloupe variety that has recently been released by the South Carolina AES. In addition to being attractive to the consumer's table, it possesses qualities that make it desirable to truckers. The rind is exceptionally hard at full slip and the flesh is so firm that it is not ripe enough to eat until several days after it reaches full slip. The vine is quite vigorous, having rather heavy stems and large leaves. It is resistant to alternaria and powdery mildew and tolerant to downy mildew. When grown on fertile soil the Edisto makes excellent yields. It averages larger fruits than the Jumbo Hale and ripens about one week later. It is a deeper and richer salmon color than most commercial varieties; the flesh thicker with high sugar content and very delicious! Being of tender yet firm texture it keeps well and is more likely to be in good condition after purchase from a retail outlet. 1 lb. \$3.00;  $\frac{3}{4}$  lb. \$2.40;  $\frac{1}{2}$  lb. \$1.65;  $\frac{1}{4}$  lb. 90c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



## HALE'S BEST No. 36 ORDER No. 36

We believe this to be the best early shipping cantaloupe that has yet been introduced. It ripens in eighty days, highly flavored, beautiful solidly netted, little if any suture and no ribs. The rich spicy salmon flesh is deep fine grain and holds up well for long distance shipping. Fruit  $2\frac{1}{2}$  to 3 pounds, very uniform in size, have slightly oval shape. Wherever cantaloupes are grown, we recommend this melon to the melon growers, for north where the seasons are short; for the south to be the first on the market with a real good cantaloupe. 1 lb. \$1.75;  $\frac{3}{4}$  lb. \$1.45;  $\frac{1}{2}$  lb. \$1.05;  $\frac{1}{4}$  lb. 60c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



**HALE'S BEST No. 36—ORDER No. 36**  
(See color photo outside back cover)

## HOW TO SEND MONEY

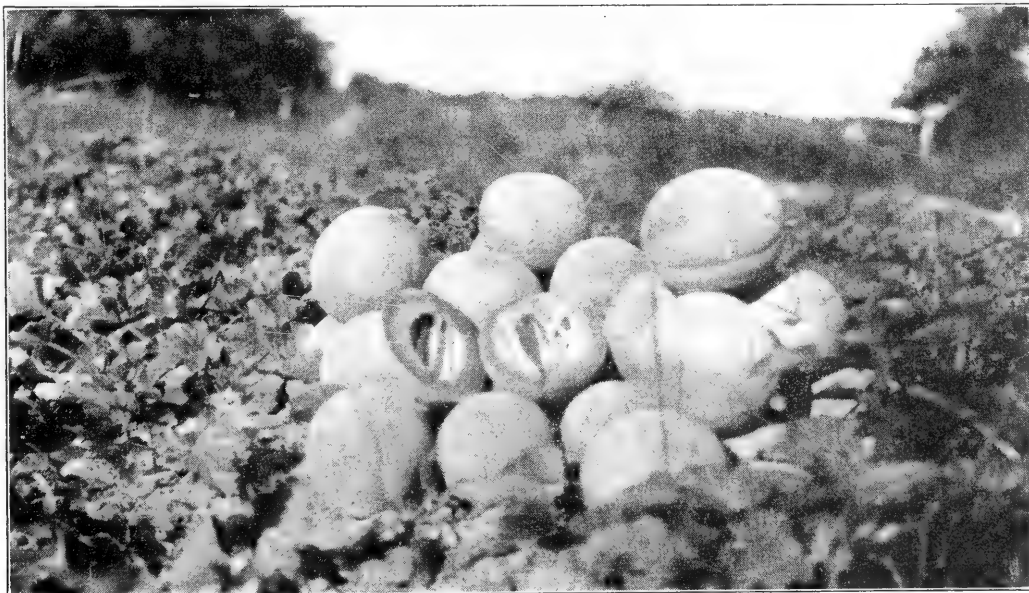
Money may be sent safely by post office money order, registered letter, telegraph money order. Postage stamp remittances are acceptable in amounts less than one dollar. We will not be

responsible for money sent by mail unless letter is registered. Address all orders to Willhite Melon Seed Farms, Poolville, Texas—or P. O. Box 85, Weatherford, Texas.

## POLLOCK 10-25 (Orange flesh) ROCKY FORD ORDER No. 35

We consider this the finest strain of Pollock 10-25 to be had. We obtained our planting seed direct from Rocky Ford, Colorado the home of this cantaloupe. Our strain is absolutely pure. This melon was introduced a few years ago in

a commercial way and has proven generally satisfactory; you will make no mistake in ordering the seed for your commercial crop. 1 lb. \$1.90;  $\frac{3}{4}$  lb. \$1.60;  $\frac{1}{2}$  lb. \$1.10;  $\frac{1}{4}$  lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

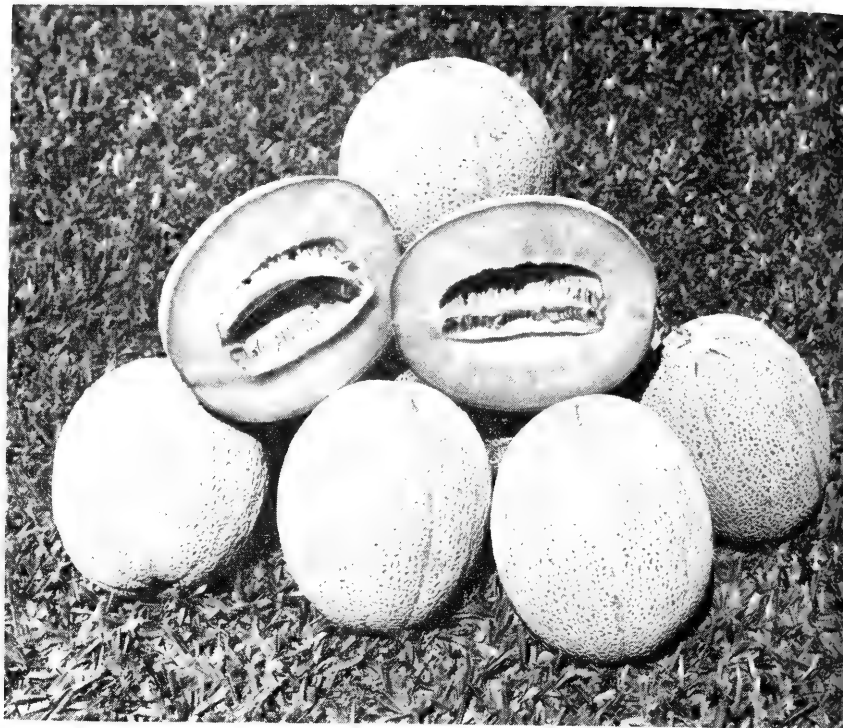


## POLLOCK 10-25 ROCKY FORD CANTALOUPE—ORDER No. 35



## MILDEW RESISTANT No. 45 CANTALOUPE ORDER No. 32

The vines of this introduction are entirely free of any mildew and highly disease resistant. In some fields for a comparison and test purposes, other Rocky Ford varieties were planted by the side of the Resistant. In these fields the non-resistant strains were immediately killed by mildew, while the Resistant intertwined with them showing no mildew infection whatever. The production and shipping qualities are due to the fact the No. 45 must be picked on a FULL SLIP and will then carry to the far distant markets, arriving in perfect condition. It has won its fame for being the most popular of the Mildew Resistant Strains; in other words, as a shipping melon, it is unexcelled. The No. 45 has a thick salmon colored flesh; is well flavored. However, the flesh is not as fine grained, neither is the flavor equal to that of the Improved Hale's Best Strains. They run largely to the Jumbo type. The melon has a reasonably small seed cavity and is perhaps one week later in maturing than the Hale's Best. If you want a melon with proven shipping and carrying qualities, a melon that MUST be VINE RIPENED, we



(See page 21 for color photograph)

advise giving the Mildew Resistant No. 45 a trial the coming season. 1 lb. \$1.90; ¾ lb. \$1.60; ½ lb. \$1.10; ¼ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

## CANTALOUPE CULTURE

We recommend one pound of seed per acre, spacing the hills 6 to 8 feet each way, the land being a medium sandy loam, cultivating deep with the first plowing, gradually getting shallower with each cultivation as the vines grow larger. Cultivate often, keeping the field free of weeds

and grass at all times. Plant 12 to 15 seeds to the hill, thinning to two of the healthiest plants when they have four to five leaves. Cover the seed with about one inch of soil gently tamped, planting when all danger of frost in your locality is past.

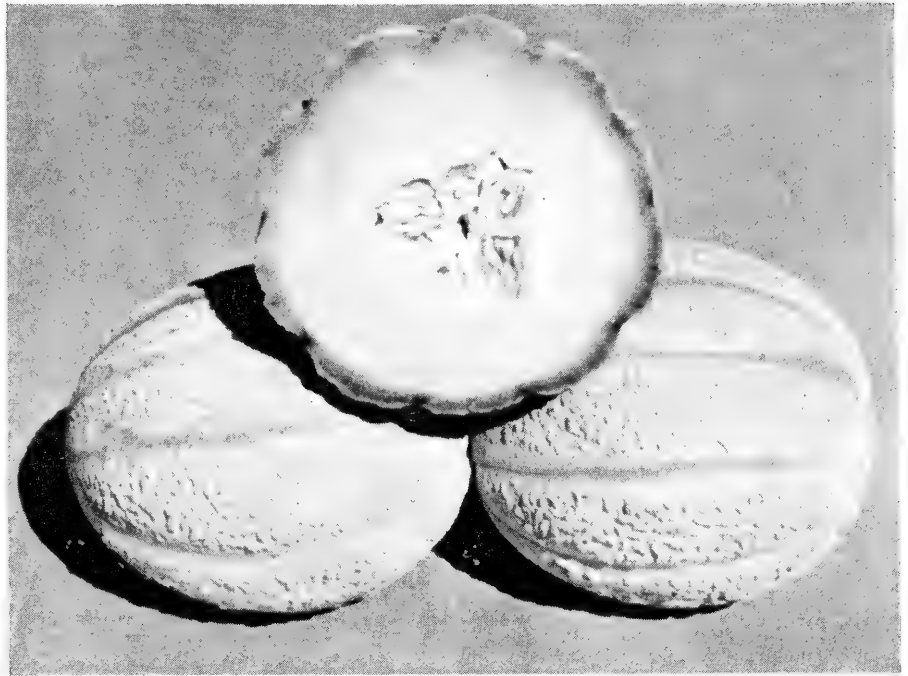


## SCHOON'S HARD SHELL CANTALOUPE OR MUSKMELON ORDER No. 50

Large growing hard shell cantaloupe or muskmelon, weight from 3 to 4 pounds. Slightly oval, faint ribbing with abundant coarse netting; skin grey green, becoming pale yellow at maturity, tough and hard; flesh deep salmon, medium thick, fairly solid, juicy, good quality. Very resistant to worms. Very dependable home garden and local market type; not suitable for long distance shipping. 1 lb. \$2.00; ¾ lb. \$1.65; ½ lb. \$1.15; ¼ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

## **IROQUOIS (WILT RESISTANT)—ORDER No. 64**

Noted for its fuscium wilt resistance. Is a large type of melon, round to somewhat oval type. Approximately 7 by 8 inches in diameter. Its prominent ribs are coarsely netted; the tough rind holds and ships medium distances very well. The flesh is brilliant orange, a very narrow bright green lining separates the rind from the flesh, and the flesh is a brilliant and tasty texture. Very fine quality. Matures in approximately 90 days. 2 lbs. \$4.50; 1 lb. \$2.50;  $\frac{3}{4}$  lb. \$2.05;  $\frac{1}{2}$  lb. \$1.40;  $\frac{1}{4}$  lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

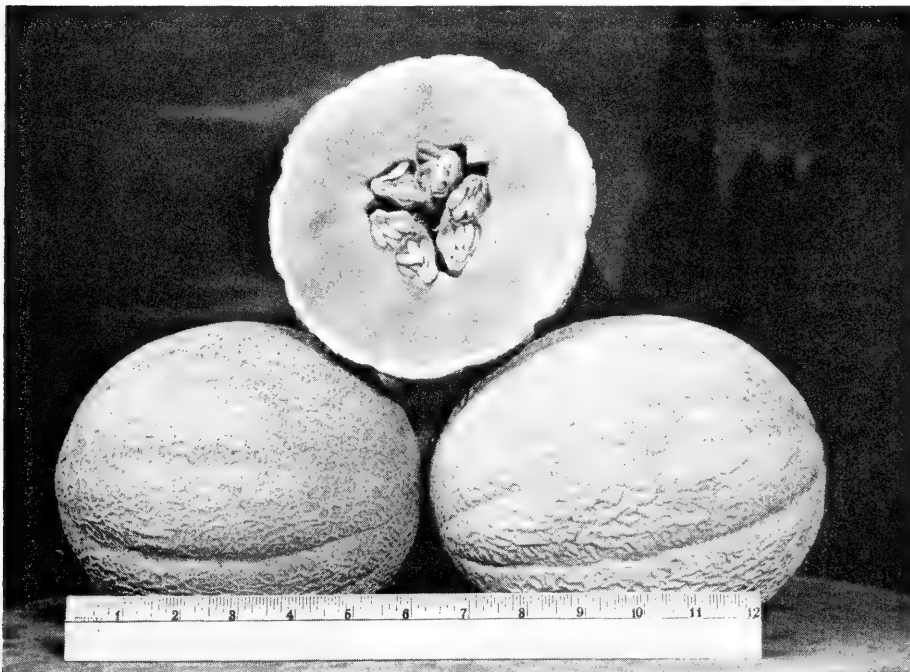


**IROQUOIS (Wilt Resistant)—ORDER No. 64**

## **ORDER BLANKS AND ENVELOPES**

Should you need extra order blanks and our self-addressed envelopes they will be sent you upon request.

## **PRIDE OF WISCONSIN—ORDER No. 65**



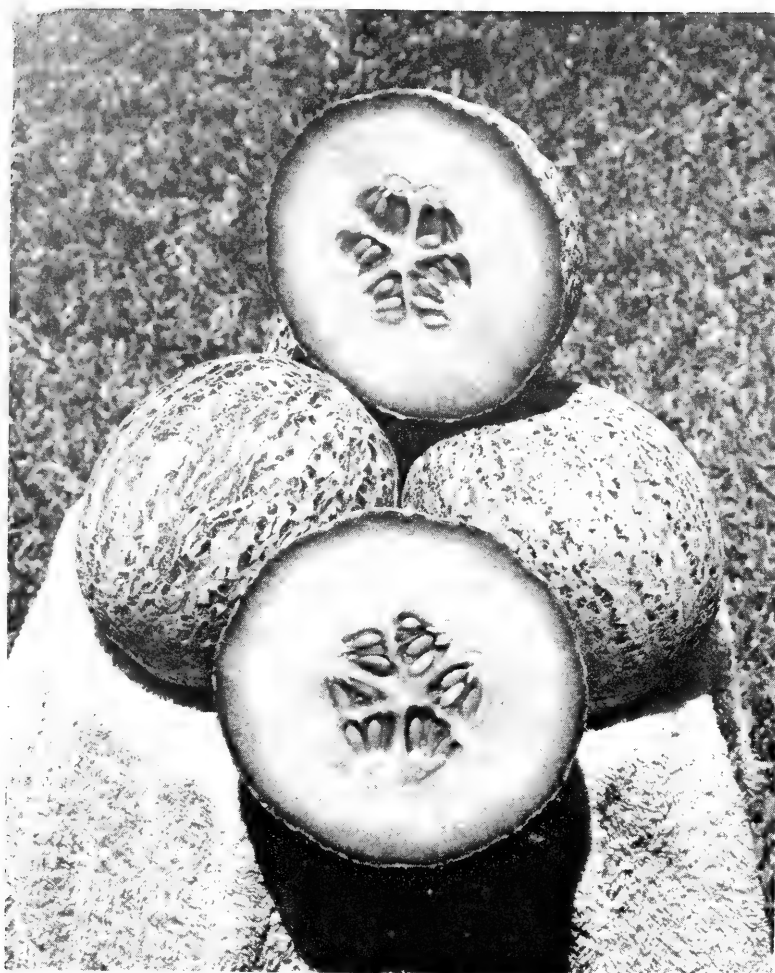
**PRIDE OF WISCONSIN—ORDER No. 65**

PRIDE OF WISCONSIN ranks as one of the finest local and medium distance shipping cantaloupes grown for market. The ribs are semi-prominent, the netting coarse with an exceedingly tough rind. The brilliant orange flesh is as nice a flavor as you ever tasted; quite thick with small seed cavity. A vigorous producer, it is not disease resistant. Matures in about 90 days. It is also known as Queen of Colorado. 2 lb. \$4.50; 1 lb. \$2.50;  $\frac{3}{4}$  lb. \$2.05;  $\frac{1}{2}$  lb. \$1.40;  $\frac{1}{4}$  lb. 80c; All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

## **RIO GOLD CANTELOUPE— ORDER No. 77**

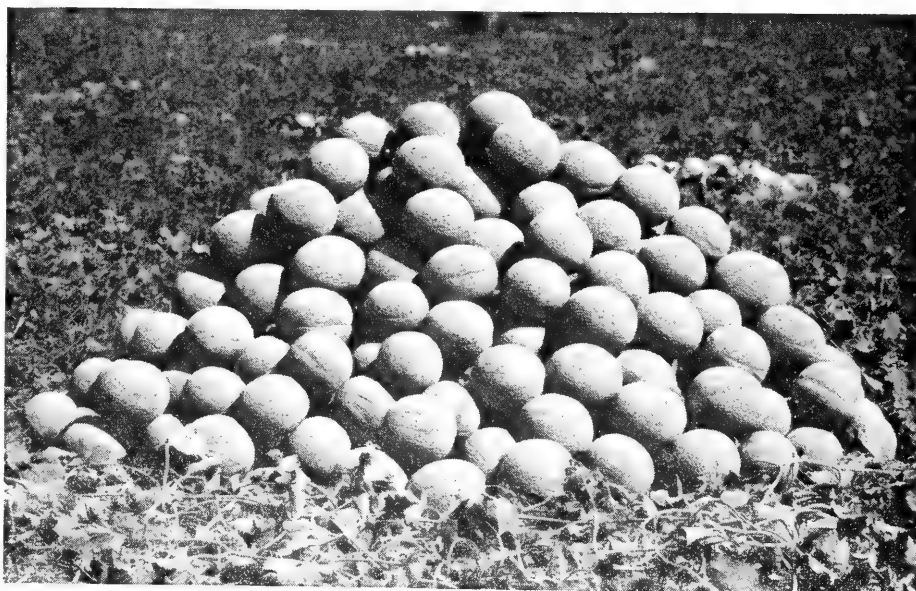
**(MILDEW RESISTANT)**

This is a new development from Weslaco, Branch of Texas Experiment Station. Although not a shipping melon it is noted for its excellent flavor. Vines are vigorous, highly resistant to downy mildew, fairly resistant to powdery mildew and some resistance to aphids. The leaves are dark green, medium in size; young fruits are characteristically mottled with irregular to elongated green spots but turns to bright yellow when ripe. Rind has a tough, scaly bark. Flesh is an attractive orange color ripening entirely out to the rind, very tender when fully mellowed, flavorful with high sugar content. Seed cavity is very small and dry. 1 lb. \$2.50; ¾ lb. \$2.05; ½ lb. \$1.40; ¼ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



## **NEW IDEAL CANTALOUPE— ORDER No. 28**

Another improved strain of the Hale's Best. By careful selection this improved strain of Hale's Best has become another of the outstanding melons in districts where a large uniform early melon is desired. On an average, they produce within eighty days from date of planting. Have an unusually healthy vigorous vine and very prolific. The melons run strong to jumbo in size and oval in shape; practically all solid net; the flesh is a deep salmon color; has an excellent flavor, small seed cavity and fine shipper. We strongly urge you to give this melon a trial and feel confident you will be more than pleased with the appearance, uniformity, size and yield at harvest time, due to the fact it is



adapted to nearly all melon growing districts in the country, where a Jumbo melon is preferred. 1 lb. \$1.90; ¾ lb. \$1.60; ½ lb. \$1.10; ¼ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.





## COLORADO CUCUMBER—ORDER No. 37

A very attractive variety for market gardens and shipping. Length about 8½ inches, 2½ inches in diameter. Fruits are very dark green, cylindrical, tapering at stem end. Even in extra large fruit the seed remain small and tender. We believe this to be one of the choicest varieties at

present under cultivation, both for appearance and for slicing texture. We recommend well-rotted chicken droppings as the best fertilizer to use to get the heaviest production. 1 lb. \$2.25; ¾ lb. \$2.00; ½ lb. \$1.35; ¼ lb. 75c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

## SPERGON SEED TREATMENT—Prices

1 oz. package .....50c plus postage  
2 oz. package .....75c plus postage

5 oz. can .....\$1.75 plus postage  
1 lb. can .....\$2.75 plus postage

## HOW TO TREAT SEED WITH SPERGON

Spergon is extremely safe to use on seed and has never been known to cause injury even when used in excess. It is a yellow powder and very easy to apply. Put seed and Spergon in any clean container with a cover (jar or bucket is good) and shake lightly until seed are thoroughly covered.

No need to worry about getting too much, if you do it will do no harm. The seed can be treated several days in advance of planting and will still have the same effect. Always wash your hands after treating the seed.

## "THE SEEDSMAN TAKES THE RAP"

Seedsman are often blamed for poor crops when there is nothing whatever inferior in the seed. What some of the growers do not know is that many factors can contribute to poor results, such as white hearts in melons. The most common cause of this, we believe, is fertilizer injury. One must always take into consideration the amount of rainfall in your particular area as too much fertilizer and too much nitrate of soda will cause white hearted melons if you do not get the proper amount of moisture at the correct time. Also, one

should be thoroughly familiar with the fertilizer they use and be sure that it is what their land requires. By taking a soil analysis and consulting your county agent you may save yourself many dollars and insure you of a bountiful harvest. Growers should be encouraged to take advantage of agricultural information that is available to them from experiment stations, commercial companies, state extension services, and from other growers. They should learn that the reason for crop failure is not always "bad seed."

# HOW TO TREAT SEED AGAINST ANTHRACNOSE & GUMMY-STEM BLIGHT

Each of you should know the value of seed treatment by now, as we have been educating you to this act for several years. All the seed we ship out are treated with either Sperguson or Arason, which kills the spores of Anthracnose and Gummy-stem blight fungi that are carried on melon seed. Anthracnose is found in every state in the union with possible exception of California, and is transferable in the seed (see page 51 under Anthracnose), but if your seed are treated with Sperguson

or Arason, they will not carry the spores of Anthracnose and Gummy-stem blight.

However, this does not prevent the plants from contracting the disease after they are out of the ground, both of these diseases are more prevalent in extreme southern states where humidity is high. It does not exist to any great extent here in Texas, except along the coast line, we did not have a single plant of it in our seed fields this season. See page 45.

## WHY NOT HAVE THE FIRST RIPE MELONS ON THE MARKET THIS YEAR — USE — HOTKAPS

### INSTRUCTIONS FOR USING HOTKAPS For Best Results Read Carefully

Set the HOTKAPS over seed or plant at time of planting. In dry soil, see that there is plenty of moisture in the ground before planting.

Do not set a HOTKAP in a basin or depression where water can settle. If this is done the water will have a tendency to weaken the side walls of the HOTKAP. Wherever possible, it is always best to set the HOTKAP on a slight slope so that

the soil around the HOTKAP is well drained. This can also be done by running a small furrow along one side of the HOTKAP.

We recommend the use of the HOTKAP Setter in connection with the setting of the HOTKAPS, as it will enable you to place the HOTKAP properly so that the greatest amount of efficiency will be obtained from them, also it speeds up the work of setting.

### THE SETTING

To secure best results follow these instructions carefully



First place Hotkap in Setter. Press Hotkap against sides of Setter, over plant or seed.

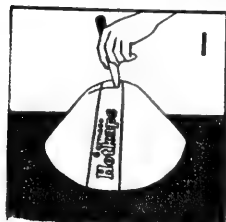


Now cover flange protruding from Hotkap Setter with soil thoroughly but lightly with your trowel.

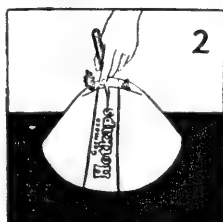


Lift Setter from Hotkap. Plan is now protected from adverse weather and also from insects.

### OPENING UP HOTKAPS FOR THE GROWING PLANT



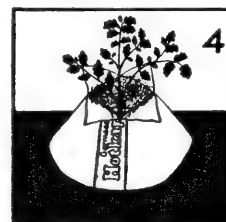
(Fig. 1) Use a small sharp-pointed knife and cut a slit across top of Hotkap about four inches long.



(Fig. 2) As soon as plant is crowding Hotkap, cut another slit in opposite direction the same length.



(Fig. 3) Now that the plant has outgrown the Hotkap, pull the four sections of the Hotkap away from the plant so that it can grow naturally through the Hotkap.



(Fig. 4) Do not remove Hotkap from plant. Let the plant grow away from it and while it remains it will afford protection to the base of the plant.



25 Hotkaps with setter.....	\$ .95	Ship Wt. 2 lbs.
100 Hotkaps with setter.....	3.45	5 lbs.
250 Hotkaps with setter.....	6.50	11 lbs.
1,000 Hotkaps without setter.....	19.95	34 lbs.
5,000 Hotkaps (per 1,000).....	19.85	34 lbs.
10,000 Hotkaps (per 1,000).....	19.75	34 lbs.
Fiberboard setters, each.....	20	1 lb.
Steel Setter, each.....	1.95	4 lbs.

All prices F.O.B. Poolville, Texas

## IMPORTANT!

We are sorry to advise that we are unable to list the AMERICAN BEAUTY DUSTER as they are no longer being manufactured. We have tried to replace them with another of similar quality and price, but have been unable to obtain any. If possible we hope to be able to offer you one in our next season catalog which will be printed in the fall of 1958.

## POLLINATION BY HONEY BEES

One of the most important problems is that of obtaining adequate pollination of large fields. Watermelons are monoecious; that is, they produce both male and female flowers on the same plant; however, the male and female organs are in separate flowers. This fact along with the fact that the stamens, which are the pollen producing organs, are located deep within the throat of the flower, makes these plants almost entirely dependent upon insects for pollination. There is still another factor which affects the pollination and that is the relatively short time the female blooms are open and receptive and the male flowers are open and the pollen mature and capable of fertilizing the female flower. If no insects are present to accomplish the transfer of pollen during this receptive period, little or no fruit will be set and the yields will be greatly reduced.

Honey bees are especially valuable and they are more or less under man's control and their numbers can be increased or decreased by simply moving colonies into or out of the fields. Then, too, honey bees have the trait of sticking to one crop. If a bee visits one variety once they will continue to work these flowers as long as they remain open or until the nectar flow ceases.

Each year colonies of bees are killed by spraying the fields with insecticides; however, this could be avoided if the following precautions are taken: The blossoms of these flowers are open early in the morning and are all closed by early afternoon, and the next day new flowers are open. One can rarely find honey bees in the fields by mid-afternoon. Knowing this trait, the grower can arrange to do all of his spraying in the late afternoon when the bees are not working in the fields. The flowers are visited by the bees the following day, being freshly opened they will not contain any of the insecticide.

## PLEASE NOTICE AND READ CAREFULLY

On the pages to follow I have endeavored to outline land preparations, cultivation, fertilization and many other things that I have been asked questions about. However, in following these rules, you must remember to always take into consideration the amount of rainfall in your particular area as too much fertilizer and too much nitrate of soda will cause white hearted melons if you don't get the proper amount of moisture. It is far better to

not have enough than it is to have too much and not have the moisture to take care of it. If your soil is heavy it will not take as much fertilizer, or maybe it is already rich and doesn't need as much. Be sure to bear this in mind when making preparations and fertilizing.

## LAND PREPARATION AND FERTILIZATION

Land should be plowed six or eight weeks in advance of planting because soil plowed just before planting is likely to dry out and result in a poor stand.

About two weeks before the seed are to be planted the furrows should be freshened, the rows layed off, and the fertilizer applied, using from 100 to 200 pounds per acre, the amount depending greatly upon the nature and fertility of your soil and the amount of rainfall received in your particular vicinity. Be sure to put your fertilizer deep enough in the ground that you will not plant directly in the fertilizer as very often this will kill the germination of your melon seed.

The fertilizer should be applied evenly in the furrows rather than only at the check or hills, since watermelons produce an extensive root system, outward as well as the tap root going down six feet or more. The fine feeder roots are the length of the vines, for this reason you should be careful never to cultivate closer to the plant than the vine is long.

After the seed are planted from one to three applications of side-dressing should be applied. In early producing areas, three applications of side-dressing are applied as follows:

1. At thinning time when 4 to 6 leaves appear—nitrate of soda at the rate of 1 to 2 tablespoonfuls per plant.

2. When runners are about 2 feet long, apply nitrate of soda at the rate of 25 to 50 pounds to the acre.

3. When melons are 10 to 12 pounds in weight, an 8-0-8 or similar grade of top dressing at the rate of 75 to 100 pounds per acre. This application can be put down the row middles since the root system will have a spread throughout the entire area by that time.

## CULTIVATION

Watermelons should be cultivated much the same as other crops. Any implement may be used that will destroy the weeds and grass, remembering always to cultivate shallow and not close enough to the plants to prune the roots.

When the vines commence to run, they should not be disturbed by cultivation. Cultivation done after the vines have begun to run should be done between the rows and far enough away from the vines so that they will not be disturbed.

It is always desirable to avoid working the vines when they are wet in order to keep the spread of fungous diseases at a minimum.



## THE PICKLE WORM OR MELON WORM

This pest seldom reaches any important stage in any area north of Missouri, but south of that line, it is often a difficult problem. It confines its work largely to Squash, Cantaloupe and Cucumber. The adult of this pest is a beautiful moth, with a wing spread of about one inch, brownish in color with a semi-transparent area in the middle of the wing. The melon worm may have three or four generations per year, requiring about a month to pass from the egg to adult stage. It lays small, flat elliptical white eggs, mostly on the blossoms, blossom buds or tender tip growth. Hatching in three to five days the young larvae soon begin their work. Although the damage of the young caterpillars may be considerable to the foliage and blossoms, the greater damage occurs to the fruits; as they become more mature, they bore into the melon, feeding as they bore. Since this is true, arsenical sprays are of very little value, contact poisons, such as nicotine, are also of little value. Therefore, naturally the preventive methods are most effective. The moths being strong fliers rotation of crops is almost futile. But destruction of infested fruits helps throughout the season and prompt destruction of vines and immature fruits after the crop has been gathered will reduce the number of moths to appear next season. Deep plowing during the fall and early winter will destroy many of the hibernating pupae. The above described predatory pest may be known in your particular section as the Cantaloupe Borer.

## FUSARIUM WILT

Fusarium wilt is a serious soil-borne disease of watermelons and is not transferable on the seed. The disease cannot be controlled in the field, except by planting wilt-resistant varieties, such as the following: Blacklee, Hawksbury, Missouri Queen, Wilt Proof Kleckley No. 6, The Miles Melon, Ironsides, Fairfax, Charleston Gray, Dixie Queen and White Hope.

## SEED PER ACRE

We recommend one pound of seed per acre of any variety. There are 4,760 average seed to the pound. This will plant 303 hills twelve by twelve putting about 15 seeds to the hill, there being 43,560 feet in an acre. By putting enough seed to the hill and later thinning to two of the best plants to the hill, the outside plants will act as a protection to the inner plants, which often saves replanting the entire acreage. Thin when the plants have four leaves.

## CONTROL OF THE MELON APHID OR HONEYDEW

The melon aphid is by far the most abundant and destructive aphid affecting watermelons, cantaloupes and cucumbers that we have and very often will be present on some vines far in advance of the grower's knowledge. However the presence of ladybugs or lady beetles and ants about the melon plants is almost a sure sign that the melon aphid is present also. The lady beetles feed on the aphids themselves and the ants upon the honeydew excreted by them. When your vines become badly infested the leaves and young fruit become covered with a sticky coat of this excretion. When this has developed to such a degree that the leaves begin to curl up, the plant rarely recovers enough to make normal growth even if the insects are controlled.

The attack of the melon aphid may occur in the early spring or later, depending upon the climatic conditions and may continue throughout the entire growing period. In the South, very often a few of these insects appear almost as soon as the melons are up. From these few, great multitudes will develop as soon as the weather becomes warmer.

To control the melon aphid it is necessary to employ a contact insecticide, what is meant by that is some substance that kills when it touches the body of the insect. The effectiveness of a contact dust or spray depends upon the thoroughness of its application. That is the reason that in spraying or dusting for the melon aphid, the underside of the leaf must be dusted as this is where during the day that you will find this insect, only coming out on top of the leaf in the cool of the night hours.

Our method of control for the melon aphid is the use of Black Leaf 40 and lime, applied to the underside of the leaves. This dusting should be done very early in the morning, while the dew is still on your vines, as the dust will have a tendency to cling to the leaf longer when applied at this time. It is very important that you spray early before your plants begin to vine, by killing the very first aphids that appear, you can control this insect much easier. If you begin in time two or three dustings are usually sufficient to hold them in check until the melons mature. This mixture of Black Leaf 40 and lime costs very little, one two-pound can of Black Leaf 40 costs only \$4.80 and when added to 36 pounds of lime will make you 38 pounds of dust that is very deadly to the aphid when applied in the right manner. Get lime at lumber yard. Let us again caution you to begin dusting for the melon aphid very early and do not wait until your vines become large and well covered with honeydew, at which period very little can be done.



## BLACK LEAF 40

We have BLACK LEAF 40 in the liquid form only. 1 oz. bottle 40c; 5 oz. bottle \$1.85; 1 lb. bottle \$2.98; 2 lb. bottle \$4.80; 5 lb. can \$8.90; 10 lb. can \$14.20. All prices plus postage.

## TO MIX THE DUST

Mix at the rate of one pound of liquid Black Leaf 40 to 18 pounds of lime, using any kind of heavy can having an airtight lid. Place the lime and Black Leaf 40 in the can, in the proportion given, now put into the can a piece of chain or several pebbles the size of large marbles and thoroughly shake or roll the can until the lime and Black Leaf 40 are thoroughly mixed, as it is most important that the Black Leaf 40 be thoroughly mixed with the lime to make a uniform dust. This mixture will become stronger if set aside for a while and kept tightly sealed. Fill your Duster about two-thirds full of this mixture and remember, dust your leaves from the underside for melon aphids.

## SECRET IS SIMPLE

The secret of growing melons is quite a simple one, consisting of hard work and a little common sense together with a few rules to go by. The time to begin next year's crop is this year. The land should first be selected, preferably good deep sandy loam soil, creek bottom land is better if high enough to keep from overflowing. If possible plant this land to Vetch or some other legume that can be turned under while green, getting it plowed under before frost, covering well. If you use barnyard fertilizer get it out by the first of December if at all possible. Well rotted straw makes a very good fertilizer if placed in the row early enough. In fact almost any well rotted organic matter makes an excellent fertilizer if put out at the proper time. One of the most important items in growing watermelons is a well prepared seed bed; a thoroughly pulverized, well cultivated, clean seed bed is almost half the job done in making a crop of melons as far as cultivation is concerned, for the more time spent in preparing and cultivating the seed bed for planting the less time that will have to be spent cultivating your melons after they are up and growing. Where your land lies rolling it is quite a good idea to contour your melon rows to the lay of the land so that each row will act as a terrace. Many benefits may be derived from this, as it will keep your land from washing during hard rains and conserve moisture from light rains or showers during the dryer times. Do not fail to cultivate shallow after the first plowing, care being exercised not to allow

the plow to run deep enough to interfere with the root system, which covers practically the whole of the area between your rows. Many times the feeder roots will travel a distance of twenty feet from the tap root in their search for food. A last word, cultivate often, once each week if at all possible, and plow just as long as you are able to get through the middle without injury to your vines.

## HOW TO GROW THE BIG ONES

Keep all the melons pruned off until the vines have reached about eight feet in length; select two of the very best uniform shaped melons, leaving them on the vine, keeping all other melons clipped off until the two selected are full grown and begin to ripen, at which time two more may be selected to leave. Never plant melons on the same land more than one time in five years unless you have deep bottom land, and then not more than two years in succession.

## PRUNING NECESSARY

Pruning enables the vine to put its strength into sizing the individual melon and hastening its maturity. The plant should not be called on to support more melons than it can mature well. Pruning is usually done when the melons are four to six inches long, always leaving the best and most uniform melons. The amateur grower seems to be afraid to prune the melons from the vine and consequently lets his vine attempt to bring ten to twelve melons to maturity at one time. Some growers prune down to a single melon, others leave two, three or four, depending on the size they would like to produce. When they have ripened off you can let others set on. With 300 to 350 hills to the acre and four to six melons to the hill during the season, the grower can expect from twelve to fifteen hundred melons per acre when the crop is good. Always leave a melon on the vine until it is ripe as lots of money is lost by getting too anxious and cutting it before it is ripe.

## HOW TO PROTECT YOUR MELONS FROM SUNBURN

Spray or sprinkle common hydrated or powdered lime over the top side of all melons as they near the ripening stage. Perhaps a more efficient but somewhat slower method is to mix the lime with water, using a paint brush, paint the tops of all your melons at the ripening period. Lime applied in this manner has a tendency to stay on your melons better than if applied in the dry form. This pure white lime reflects the heat from the sun's rays thus preventing sunburn.

# Watermelon Plant Diseases and Their Control

**WILT**—Entire plant wilts (at first only during hot part of day), and finally dies. Water vessels in wilted stems appear discolored.

**PREVENTIVE**—Plant on new land whenever possible. At least do not plant on same land oftener than once in 4 or 5 years. Gather and burn old vines after harvest. Plant resistant varieties such as Hawksbury, Blacklee, Wilt Proof Kleckley Sweet No. 6, Missouri Queen, Miles Melon, Ironsides, Fairfax, Charleston Gray, Dixie Queen and White Hope.

**ANTHRACNOSE**—Black spots on leaves and stems. Young fruit becomes dark colored and shrivels when the stem is attacked. Spots on fruits are numerous, large and often of pinkish color.

**LEAF SPOT**—Small, round, black spots on older leaves near base stem. These leaves die and drop off.

**DOWNEY MILDEW**—Irregular black areas on leaves. Under moist weather conditions the entire foliage may be killed. Sometimes a faint, purplish, downy growth may be seen on the under side of the infected spots.

## TREAT ALL THE ABOVE DISEASES AS FOLLOWS:

A combination of crop rotation, destruction of plant refuse, seed treatment and spraying or dusting are necessary to keep in check these diseases of watermelon.

**PARZATE** controls Downy Mildew, Leaf Spot, Anthracnose and Leaf Molds.

**PARZATE** is a powerful fungicide and yet it is mild on plant leaves, so mild in fact that it will not burn or stunt even the most sensitive plants. It comes in liquid or dry form, is a Du Pont product. See your local dealer; if he does not have it write Du Pont, Grasselli Chemicals Dept., Wilmington, Delaware.

**BLOSSOM-END ROT**—Discoloration and shriveling of the blossom end of melon. Decay progresses inwards. No control methods are known, although the affected melons should be removed from the field to prevent the development of parasitic organisms on them which may possibly infect other fruits and portions of the vine.

## COLD, WIND AND SAND INJURY

When young plants are exposed to very low temperatures, which do not kill but cause severe damage by stunting to such an extent further growth is slow. Growth is almost entirely stopped, and when further growth occurs it is often in an irregular manner, causing curling of the leaves making them more susceptible to attacks of var-

ious fungi than those in a more normal condition of growth, and are often killed by such fungi.

Strong winds, in March, often whip and tear the leaves severely, drying them out and the torn edges become hard and brittle again making them susceptible to the attacks of fungi. The most serious type of wind injury, however, occurs during fruit setting by whipping off blossoms and injuring young melons until they turn dark and drop off.

## BLOSSOMS BUT NO MELONS

The setting of melons is dependent on pollination by insects, usually bees or the striped cucumber beetle, however, temperature and moisture conditions must also be right for satisfactory pollination. High temperatures and extreme dry weather prevailing through much of the growing period may result in poor set of melons. Even where plants are grown under irrigation high temperatures might interfere with pollination. "With most plants the proper pollination of blossoms is dependent on a set of conditions, all of which must be just right at blossoming time." All cucurbits, which include melons, squashes, pumpkins and cucumbers, produce separate male and female blossoms, with the former which carry the pollen predominating over the female or fruit-forming blossoms by ten or more to one. A large number of blossoms, therefore, does not necessarily mean a heavy set of fruit. Generally, during the growing season, periods occur when all necessary conditions are right and a normal crop of melons is produced.

**ROOT KNOT**—Elongated swellings or small, round galls on the roots of plants are common symptoms of the root-knot disease. The causal agent is a small worm, called a nematode, which is scarcely visible to the unaided eye. Plants affected with root-knot are lacking in vigor, stunted, and pale in color. Root-knot galls are ordinarily much smaller and more numerous than the large, more spherical swellings of crown gall. One might confuse root-knots with the nodules on leguminous plants which are produced by the beneficial nitrogen-fixing bacteria. These nodules are easily broken off from the side of the root, whereas nematode galls are swellings of the root itself and cannot be separated from the root. Another eel-worm, the meadow nematode, injures some plants by causing tufts or rootlets without causing galls. The eradication, or even satisfactory control, of root-knot nematodes is not easily obtained. Fields infested with root-knot nematodes should be planted with grasses, cereals, or *CROTALARIA spectabilis* for several years. At the same time, all weeds should be controlled since many of them are hosts for the nematodes. Clean fallow of the soil with frequent cultivation during dry weather tends to reduce the nematode population through drying of the soil and starvation.



**STEM-END ROT**—May appear in the field through wounds in the melon rind. Most frequent in shipments of watermelons. Infection takes place in the cut stem causing a dark, soft, water-soaked area near the stem. Decay progresses finally shriveling the entire melon.

**TREATMENT**—When packing for shipment cut off end of stem and paint fresh cut with paste made as follows: Dissolve  $\frac{1}{2}$  lb. copper sulphate in  $3\frac{1}{2}$  quarts of boiling water (use enamelware vessel). Stir  $\frac{1}{2}$  lb. laundry starch into 1 pint of water and add to the above boiling copper sulphate solution, with rapid stirring. Boil until a thick paste is formed. Make up fresh paste for each treatment (a carload of melons requires 1 quart of paste).

**HAIL**—Hail storms frequently cause heavy damage to various crops. All succulent plants and their fruits such as cotton, corn, watermelons, tomatoes, small grains, are affected. In addition to the above factors too much water in the soil, improper placement of fertilizer and high winds may cause severe and widespread damage to the crop. Little is known definitely concerning the control or treatment of injuries due to unfavorable climatic conditions. Maintenance of favorable soil moisture through plowing under of cover crops or the use of mulch may be helpful in certain cases. Affected plants should be pruned back after the injured parts have become distinct, to force normal growth.

**CUCUMBER BEETLES (Both Striped and Spotted)**  
—These bugs are very deadly to most vine plants early in the spring and usually begin to suck them as soon as the plant comes out of the ground. Use a dust spraying machine (any kind). Mix one pound of arsenate of lead with twelve pounds of lime. Spray lightly underneath the leaves early in the morning while plants are moist with dew. Use just enough to slightly whiten the plant. Spray about every two days until plants are ten days old. After they are that old they cannot harm the plants. (See page 48 for Aphis control.) Get the bugs and lice early and you will have little trouble with them later.

## ANTHRACNOSE

Anthracnose is the most destructive disease of watermelons in the United States; being especially severe in the southern states it is said to cause more loss than all other watermelon diseases combined. The Anthracnose fungus can attack all parts of the watermelon plant above ground in all stages of their growth, but usually shows up on the oldest leaves first. The leaves show small black spots, which may soon enlarge until the whole leaf becomes black and shriveled. Many times, whole fields may show these blackened leaves in just a few days time. Often, however, under less favorable conditions to the disease, only the leaves at the center of the plant are killed, leaving the stem and a part of the vine

bare. During wet weather the spots on the leaves show to be an orange-pinkish color and are somewhat raised, while in dry weather these spots are grayish and less noticeable; however, these spots or spores are what spreads the disease in wet weather. This disease is by no means confined to the melon vine, but will attack the melon as well. When young melons become infected black spots appear very similar to those on the leaves. On older melons the disease causes small watery spots with greasy yellowish centers, which become elevated making the surface of the melon bumpy in appearance. To control this disease, it is very essential that the seed be treated before planting. For development after plants are up, possibly originating from untreated seed or from soil of a former melon planting, it possibly can be checked by the application of Dithane, Parzate or other materials at the rate recommended by the manufacturers. Spreading of this disease can be greatly avoided by keeping out of the infected fields when the plants are wet, as the fungus is easily transferred by walking through the vines. However, if you live in a section that is very prevalent to Anthracnose, we suggest that you plant your crop this year in either the Congo found on pages 3 and 30; Charleston Gray on pages 1, 32 and 34; Fairfax, page 7, or in Blackstone, page 3.

## INSTANT PLANT SHINE



Schultz Instant Plant Shine, developed through years of scientific research, safely and permanently lusterizes hard-faced leaves of living indoor plants. Originally made only for florists, it is now put up in special household size and is used by housewives throughout the United States to make indoor plants match up with the sparkling beauty of the interior of their homes. The "plant shine" is permanent. It is not dulled by moisture, dust or atmospheric conditions. It grows with the leaf, one single application lasting for the life of the plant. One 50c bottle shines over 2,000 leaves. Handy applicator inside bottle. It spreads with remarkable thinness and the thinner you apply it the more beautiful the results. One bottle 50c. One dozen bottles (in carton) \$4.20. All plus postage. Shipping weight 1 carton approximately 5 lbs.

# WE DO NOT PAY POSTAGE OR SHIPPING CHARGES

If seeds are to be shipped by mail, please inclose sufficient money to pay mailing charges (see rate sheet below). If they are to be shipped by Freight, Motor Freight or Express the charges can be paid at your end of the line. However, bear in mind that no Express or Motor freight services are available on Saturdays and Sundays in the smaller towns and cities, a skeleton crew only being employed in the larger cities on these two days to handle perishable freight.

## PARCEL-POST OR FOURTH-CLASS MAIL

### RATES OF POSTAGE, CLASSIFICATION, INSURANCE AND C.O.D. FEATURES, WRAPPING, ETC.

**Fourth-class Matter**, known as domestic parcel-post mail, includes all parcels over 8 ounces in weight containing circulars, books, catalogs, and other matter wholly in print, together with merchandise, farm and factory products, seeds, cuttings, bulbs, roots, scions, and plants, and all other mailable matter not embraced in the first and second classes. The same matter in parcels weighing 8 ounces or less is embraced in third-class mail.

**Rates of Postage on Fourth-Class Matter (over 8 ounces)—To Be Fully Prepaid**—are by the pound, according to distance or zone, a fraction of a pound being computed as a full pound, as shown in the following table and paragraphs (1), (2), and (3):

#### EXCEPTIONS

(1) In the first and second zone, where the distance by the shortest regular practicable mail route is 300 miles or more, the rate is the same as for the third zone.

(2) Parcels weighing less than 10 pounds and measuring over 84 inches, but not more than 100 inches in length and girth combined, are subject to a minimum charge equal to that for a 10-pound parcel for the zone to which addressed.

(3) For special rates on catalogs consult postmaster.

Weight	Local	Zones							Weight	Local	Zones						
		1-2 Up to 150 miles	3 150 to 300 miles	4 300 to 600 miles	5 600 to 1,000 miles	6 1,000 to 1,400 miles	7 1,400 to 1,800 miles	8 Over 1,800 miles			1-2 Up to 150 miles	3 150 to 300 miles	4 300 to 600 miles	5 600 to 1,000 miles	6 1,000 to 1,400 miles	7 1,400 to 1,800 miles	8 Over 1,800 miles
1	\$0.18	\$0.23	\$0.23	\$0.24	\$0.26	\$0.28	\$0.30	\$0.32	36	\$0.69	\$1.62	\$2.04	\$2.66	\$3.50	\$4.47	\$5.62	\$6.64
2	.20	.27	.29	.31	.36	.40	.46	.51	37	.71	1.66	2.09	2.73	3.59	4.59	5.78	6.82
3	.21	.31	.34	.38	.45	.52	.61	.69	38	.72	1.70	2.14	2.80	3.69	4.71	5.93	7.00
4	.23	.35	.39	.45	.54	.64	.76	.87	39	.74	1.74	2.19	2.87	3.78	4.83	6.08	7.18
5	.24	.39	.44	.52	.63	.76	.91	1.05	40	.75	1.78	2.24	2.94	3.87	4.95	6.23	7.36
6	.26	.43	.49	.59	.73	.88	1.06	1.23	41	.76	1.81	2.29	3.00	3.96	5.06	6.38	7.54
7	.27	.47	.54	.66	.82	1.00	1.22	1.41	42	.78	1.85	2.35	3.07	4.06	5.18	6.54	7.73
8	.29	.51	.60	.73	.91	1.12	1.37	1.59	43	.79	1.89	2.40	3.14	4.15	5.30	6.69	7.91
9	.30	.55	.65	.80	1.00	1.24	1.52	1.77	44	.81	1.93	2.45	3.21	4.24	5.42	6.84	8.09
10	.32	.59	.70	.87	1.10	1.36	1.67	1.95	45	.82	1.97	2.50	3.28	4.33	5.54	6.99	8.27
11	.33	.63	.75	.93	1.19	1.48	1.82	2.13	46	.84	2.01	2.55	3.35	4.43	5.66	7.14	8.45
12	.34	.67	.80	1.00	1.28	1.60	1.98	2.31	47	.85	2.05	2.60	3.42	4.52	5.78	7.30	8.63
13	.36	.71	.85	1.07	1.37	1.72	2.13	2.49	48	.87	2.09	2.66	3.49	4.61	5.90	7.45	8.81
14	.37	.75	.90	1.14	1.47	1.84	2.28	2.67	49	.88	2.13	2.71	3.56	4.70	6.02	7.60	8.99
15	.39	.79	.96	1.21	1.56	1.96	2.43	2.85	50	.90	2.17	2.76	3.63	4.80	6.14	7.75	9.17
16	.40	.83	1.01	1.28	1.65	2.08	2.58	3.03	51	.91	2.21	2.81	3.69	4.89	6.26	7.90	9.35
17	.42	.87	1.06	1.35	1.74	2.20	2.74	3.21	52	.92	2.25	2.86	3.76	4.98	6.38	8.06	9.53
18	.43	.91	1.11	1.42	1.84	2.32	2.89	3.39	53	.94	2.29	2.91	3.83	5.07	6.50	8.21	9.71
19	.45	.95	1.16	1.49	1.93	2.44	3.04	3.57	54	.95	2.33	2.96	3.90	5.17	6.62	8.36	9.89
20	.46	.99	1.21	1.56	2.02	2.56	3.19	3.75	55	.97	2.37	3.02	3.97	5.26	6.74	8.51	10.07
21	.47	1.02	1.26	1.62	2.11	2.67	3.34	3.93	56	.98	2.41	3.07	4.04	5.35	6.86	8.66	10.25
22	.49	1.06	1.32	1.69	2.21	2.79	3.50	4.12	57	1.00	2.45	3.12	4.11	5.44	6.98	8.82	10.43
23	.50	1.10	1.37	1.76	2.30	2.91	3.65	4.30	58	1.01	2.49	3.17	4.18	5.54	7.10	8.97	10.61
24	.52	1.14	1.42	1.83	2.39	3.03	3.80	4.48	59	1.03	2.53	3.22	4.25	5.63	7.22	9.12	10.79
25	.53	1.18	1.47	1.90	2.48	3.15	3.95	4.66	60	1.04	2.57	3.27	4.32	5.72	7.34	9.27	10.97
26	.55	1.22	1.52	1.97	2.58	3.27	4.10	4.84	61	1.05	2.60	3.32	4.38	5.81	7.45	9.42	11.15
27	.56	1.26	1.57	2.04	2.67	3.39	4.26	5.02	62	1.07	2.64	3.38	4.45	5.91	7.57	9.58	11.34
28	.58	1.30	1.63	2.11	2.76	3.51	4.41	5.20	63	1.08	2.68	3.43	4.52	6.00	7.69	9.73	11.52
29	.59	1.34	1.68	2.18	2.85	3.63	4.56	5.38	64	1.10	2.72	3.48	4.59	6.09	7.81	9.88	11.70
30	.61	1.38	1.73	2.25	2.95	3.75	4.71	5.56	65	1.11	2.76	3.53	4.66	6.18	7.93	10.03	11.88
31	.62	1.42	1.78	2.31	3.04	3.87	4.86	5.74	66	1.13	2.80	3.58	4.73	6.28	8.05	10.18	12.06
32	.63	1.46	1.83	2.38	3.13	3.99	5.02	5.92	67	1.14	2.84	3.63	4.80	6.37	8.17	10.34	12.24
33	.65	1.50	1.88	2.45	3.22	4.11	5.17	6.10	68	1.16	2.88	3.69	4.87	6.46	8.29	10.49	12.42
34	.66	1.54	1.93	2.52	3.32	4.23	5.32	6.28	69	1.17	2.92	3.74	4.94	6.55	8.41	10.64	12.60
35	.68	1.58	1.99	2.59	3.41	4.35	5.47	6.46	70	1.19	2.96	3.79	5.01	6.65	8.53	10.79	12.78

**Day Phone: LYric 4-7519**  
**Night Phone: LYric 4-6465**

# WILLHITE MELON SEED FARMS

**WEATHERFORD, TEXAS**

**IMPORTANT:** To assist you as well as us, please place all orders from each family under one name.

Name _____			Date _____	
Street _____		R. F. D. _____	Box _____	
Post Office _____				
State _____			P. O. Box _____	
Express or Freight _____		Station _____		
Railroad _____				
<b>IF YOU HAVE MOVED</b> since last order, please give your old address here				
Rural _____	Box _____	Street _____		
Route _____	No. _____	Address _____		
Post Office _____		State _____		
			<b>Please Do Not Write In This Space</b>	

The Willhite Melon Seed Farms warrants to the extent of the purchase price, that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further warranty, express or implied.

[illegible]

**DID YOU ENCLOSE POSTAGE?**

**IF YOU ARE LATE WITH YOUR ORDER, PLEASE STATE SECOND CHOICE.**





### READ CAREFULLY BEFORE PLACING YOUR ORDER

There will be no refund on seed that has been out of our office more than thirty days from shipping date. We have in a few instances had customers ask to return seed when they had ordered too heavily, anticipating a freeze and in practically every case it has been too late for us to re-sell the seed that season. For this reason we will not accept seed returned for refund that has been out of our office more than 30 (thirty) days from our shipping date; positively no refund at any time after the seal has been broken on the bag.

### SPECIAL NOTICE

Our 25c packages contain  $\frac{1}{2}$  ounce of seed and when your order calls only for that size packages we pay the postage on them; however should your order include even as much as  $\frac{1}{4}$  lb. of any variety of seed besides the 25c packages you pay postage on the full amount. If your order contains Hotkaps, Spergon, or Black Leaf 40 you also pay postage on the entire order. PLEASE be sure to send enough money to cover the postage so that we will not have to write you regarding this or deduct from your seed. If too much is sent, same will be refunded in postage stamps wrapped in waxed paper inside your package. Please notice postage rates on page 52.

### OUR THIRTY-FIFTH ANNUAL CATALOG

This catalog is our salesman. Much time and effort has gone into its preparation and it contains valuable information, not only in regard to seed but also as to how melons may be successfully grown.

### NOTICE

All quotations, acceptances of orders and promises of shipment are subject to change, limitations or cancellations made necessary by Seasonal Conditions, State, Government regulations or other hazards beyond our control affecting our operations. We exercise care to have all varieties true to name, nevertheless it is understood and agreed that should any variety prove untrue to name that we shall be liable only for the sum paid, and shall not be liable for any greater amount.

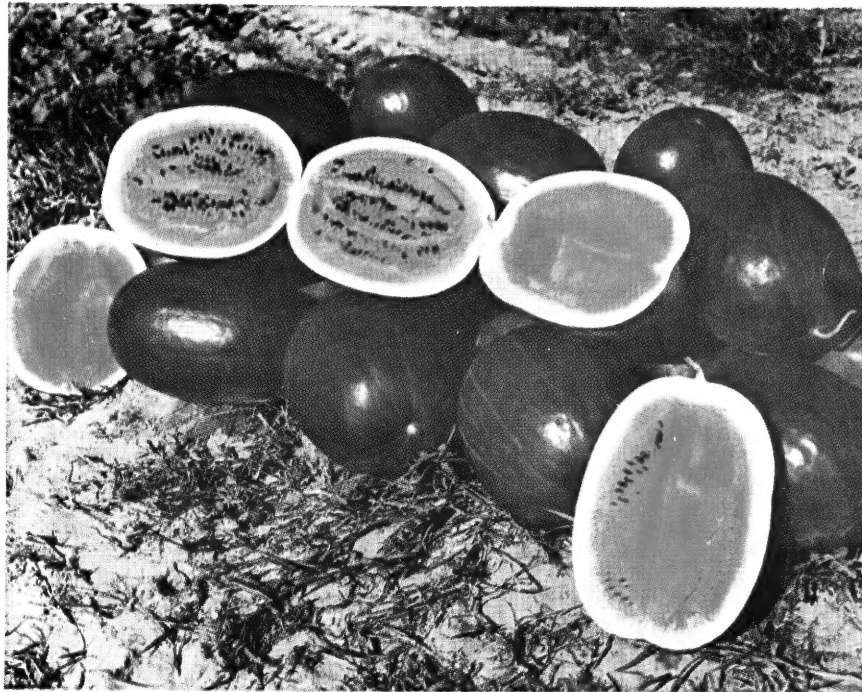
WILLHITE MELON SEED FARMS  
Weatherford, Texas



## **TEXAS GROWN CERTIFIED BLACK DIAMOND**

*(See full description page 10)*

Grown from registered seed that are bred up to superior quality and high standards. All seed are processed, tested and treated to give you higher production. These seed cost a little more but are well worth the difference in price you would pay for poor seeds, which is always costly at give away prices. You can't beat "quality" even though you think the price is high at the time of your purchase.



### **NOTICE**

All prices are quoted for immediate acceptance and confirmation, and all sales made subject to stocks remaining unsold, loss or damage by fire, shortage or failure of crop, stenographic errors and contingencies beyond our control.



## **ROYAL GOLDEN ORDER No. 7 (Yellow Rind Melon)**

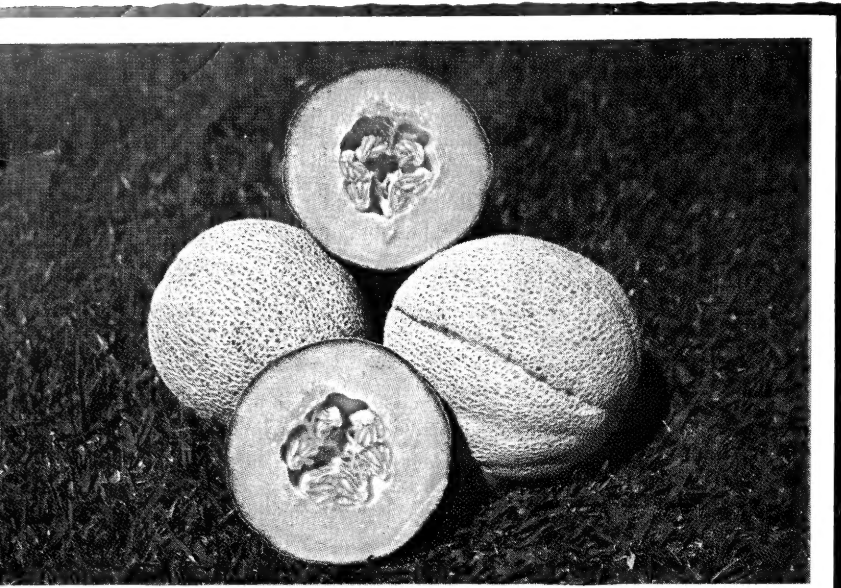
This melon has gained much publicity because of the unusual color of the rind. The red flesh against the yellow rind gives it a beautiful appearance. See page 18 for description and prices.

# WILLHITE MELON SEED FARMS

TEXAS' LARGEST SEED GROWER

POOLVILLE, TEXAS

WEATHERFORD, TEXAS



**HALE'S BEST—ORDER No. 36**  
(See page 41 for description and prices)

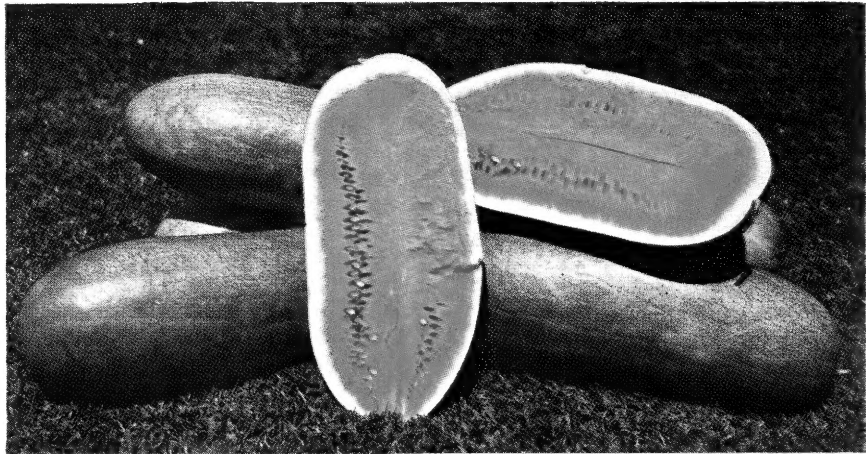
ALWAYS INSIST ON

**WILLHITE'S SEED**

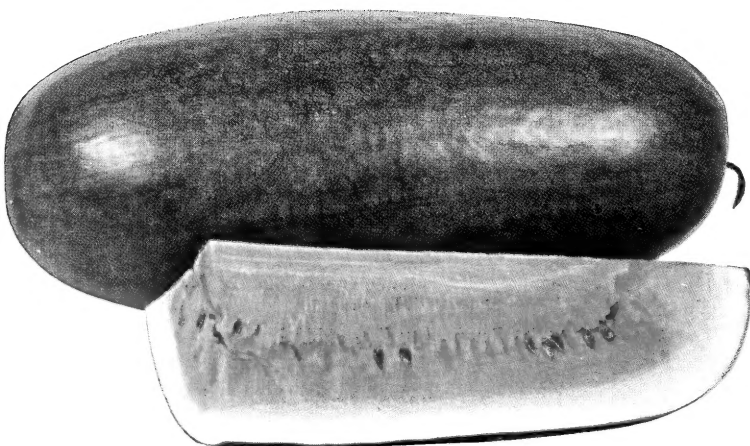
*Wholesale  
and  
Retail*

**35th**

**ANNUAL CATALOG**



**NEW IRISH GREY—ORDER No. 13**  
(See page 18 for description and prices)



**FAMOUS WATSON—ORDER No. 24**  
(See description and prices page 12)

**"GOOD PURE SEED  
★  
FROM GROWER  
TO GROWER"**